

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

February 1903.

JANESVILLE, WIS., U. S. A.

No. 41.



OPPORTUNITIES ARE NOT LACKING

For they are Everywhere, but---

Men who see and seize them, which they can do by using willing forces,
♦ ♦ ♦ which await their bidding, are the real men of today ♦ ♦ ♦

How much Life Insurance do you suppose would be sold in this country if the companies waited for people to come to them for Insurance without making a strong, energetic, forceful

INDIVIDUAL EFFORT TO GET THE BUSINESS?

The insurance business is today the greatest financial institution in the world. Probably not one-tenth of one per cent. of the Insurance business now done would be an accomplished fact, were it not for the **persistent get-there policy** of the average Life Insurance agent.

So it is with the Fountain Pen business—an exact parallel case in general characteristics.

Parker Pens are not a necessity, for cannot a lead pencil be bought for five cents and a steel pen for a penny? Will not many of your customers continue to use lead pencils and steel pens for the balance of their natural lives unless you call their attention to the fact that there is a better way—a more comfortable way of writing,

THE "LUCKY CURVE" WAY?

That there is either in your stock, **or awaiting your orders at the factory**, a pen that is suited to the individual want of your most **critical and exacting customer**.

Get your customers interested. Tell them about the pen with the wonderful "Lucky Curve," Anti-Break Cap, magnificent gold pen, the Accident Policy that goes with each Parker Pen. In other words, use the tact of a General. Use the knowledge of human nature you have gained, and you will immediately belong to the class

THAT STANDS FOR SUCCESS

The dealer who says he cannot sell Parker Pens; that there is no demand for them, is a back number and has not yet learned the great lesson of life, **that calls for individual effort**.

LUCK LUCK LUCK

stands only for persistent, well directed, intelligent, honest work.

A bird cannot fly unless it will use its wings. Neither can a man succeed unless he is willing to work, plan and use the wonderful, subtle, invincible power with which every intelligent man is richly endowed!

The man who retreats and cries failure, is a coward, too lazy, stubborn or ignorant to succeed.
Let us work together during 1903 for Success. Let us sell five Parker Pens this year where one was sold last. Will you show us, by your order, where you stand?

Sincerely yours,

Geo. S. Parker

A BRIGHT SPOT

Do you suppose you are going to do the Fountain Pen business you are capable of doing with only a few pens on hand to show? Never! No matter how "Lucky Curve" hungry a man may be, you would hardly sell him, if you gave him the impression, by having only a few pens in the case, that they were culls and had been picked over until what was before him was all you had left. By all means, if you are wise, you will make your pen case a "bright spot," FILLED. Make it inviting. Have among your assortment a \$6.00 or \$10.00 pen. The very best kind of an advertisement to sell the other goods. Bear in mind that the *quality is remembered long after the price is forgotten.*

Why limit your pen selling to the holidays? There is a steady demand for "Lucky Curves" every month in the year, if you will encourage it. Do not lose any time in getting in your order for 1903. We are waiting for you.

After the holidays is "cleaning up" time. Go over your pen stock. Send in the "cripples"; those that have gotten out of adjustment or have gone wrong, or need brightening up. We shall be glad to do this for you free, providing they are not broken, and then only the least possible charge.

COMMON SENSE

What would you think of the man who would permit his watch to run down before he would wind it up? When the main spring of a watch is almost uncoiled, it ceases to keep good time. For this reason, you must wind your watch before it reaches a point where it will not keep good time.

So it is with a Fountain Pen. The man who waits to refill his Fountain Pen until after every particle of ink has been emptied from the barrel, will find that his pen will not give him the satisfaction that it will if he will keep it properly filled, as he should keep his watch wound up.

Instruct your customer that the moment he finds his pen flowing a little more freely than normal, it is the signal for "More Ink. Supply in barrel almost out. Help! Help! Before it is all gone."

YOU HAVE BEEN THERE

Suppose you are a druggist and a customer comes to get a prescription filled. You compound it and give him directions to take a teaspoonful every two hours. He comes back to you next day mad as a hornet, says your old medicine is no good, that it made him sick as a dog, and various other pet phrases. You inquire whether or not he followed directions. He gives you to understand that he paid \$1.00 for that bottle and that it should contain a dollar's worth of cure, and it was his business to take it as he saw fit. No, he took two teaspoonfuls every two hours, so—Wah, Wah. Then you have to explain to him how he must use it according to directions, if he would effect a cure.

So it is with a Fountain Pen. You tell your customer he must always keep the **LITTLE AIR VENT OPEN IN THE CAP**, for as sure as he does not he will have an inky nozzle. The reason is as simple as A, B, C. Close the air-vent, force the cap down on the holder, and it is air tight. Pull it off suddenly and the ink is drawn out of the reservoir, by suction, into the cap.

CARE OF THE PENS IN THE CASE

Most dealers keep the pens filled and in fine working condition, while in the case. Sometimes a pen will be found that has an inky nozzle. As the air-vents in the caps should always be kept plugged up, **while the pens are in the case**, to prevent the ink from evaporating and drying on the pen; therefore, always be very careful in withdrawing the cap, so the ink will not be forced into the cap. If it does, take a piece of blotting paper immediately, roll it up, tube-like, and

wipe out the cap, and also carefully wipe the end of the nozzle, should any ink be on it. A little piece of thin chamois should always be kept in the case for use in keeping ink from the fingers, for wiping, etc.

Observe these simple suggestions and you are on the royal road, providing you exercise the tact and good generalship you possess, and you will find you will be traveling in the company of the leaders of successful Fountain Pen selling.

JOINTLESS VS. SCREW JOINT

Some correspondents seem to confound the "Lucky Curve" with the Jointless Pen.

The "Lucky Curve" relates to the feeder only, and not to the Spring Lock or Screw-Joint connection. "Which is best?" is a question we are daily asked. We can only answer that some like one style and some the other. Undoubtedly the Jointless feature is the simplest, easiest, least liable to get out of order, or to break, of any pen made. There being no joint exposed, consequently no leaks or no chance of breaking. A simple "Pull" and the fountain is ready to "Fill." Another simple "Push" and the feeding mechanism is again in place—all ready for use. Still some prefer the Screw-Joint, and we are just as pleased to furnish them fitted this way as the other.

The Screw-Joint connection is so old that it needs no explanation. A slight prejudice existed in the minds of some of our friends, regarding the Jointless, owing to slight mechanical defects that existed

in the earlier pens of this class put out. Experience has taught us where these were, and we have eliminated same, and today we offer the highest type of a Fountain Pen.

OUR TRAVELERS

The traveling representatives of The Parker Pen Co., at the present time, are nine in number, consisting of Messrs. W. H. Coling, H. F. Weber, H. I. Thomas, W. F. Pilcher, H. V. Allen, C. C. Bennett, H. L. Treman, C. M. Fleek and M. T. Fish. Fine, gentlemanly fellows, every one. Full of information, enthusiasm, and helpful ideas. Take them by the hand. Tell them you are glad to see them. Give them a chance to use their order books, and see the sunshine they will radiate.

THINK IT OVER

Did you ever stop to think that the head of the house has not always been the head? Why is he now the head? Because he is the man who, when a clerk or employe, toiled early and late for his employer's interests; who did

not wait for opportunities to come and take hold of him, but he grabbed them right and left. In short, made himself so valuable that he was recognized as a man "who did things" and did them well. The world is looking for just such fellows, for there is a large surplus of the kind who are afraid they are going to work overtime a little, or doing more than they think they ought for the money that they are getting.

Do something, and do it better, do more of it than the other fellow, and do it cheerfully and ungrudgingly day by day. **Character and industry are two great corner stones in the building of success.**

Show unusual aptitude in selling the "Lucky Curve." No better opportunity afforded to score a mark that will please your employer. "Lucky Curves" pay a good profit and that is what your firm is in the business for. Whether few or many pens are sold, **will lie largely with you.**

It is the stepping stone to advancement.

Distinguish yourself. Earn the \$4.00 pen by complying with the Due Bill.

Pick out six people who are not using Parker Pens. Make up your mind to sell them. Learn their pen "hobbies," if they have any. Then go after the Doctor, or Charley, or Miss Bowen, as the case may be. **PERSIST.** Be polite, tactful, resourceful, but **PERSIST.** The results will tell whether or not, you are in the right business.

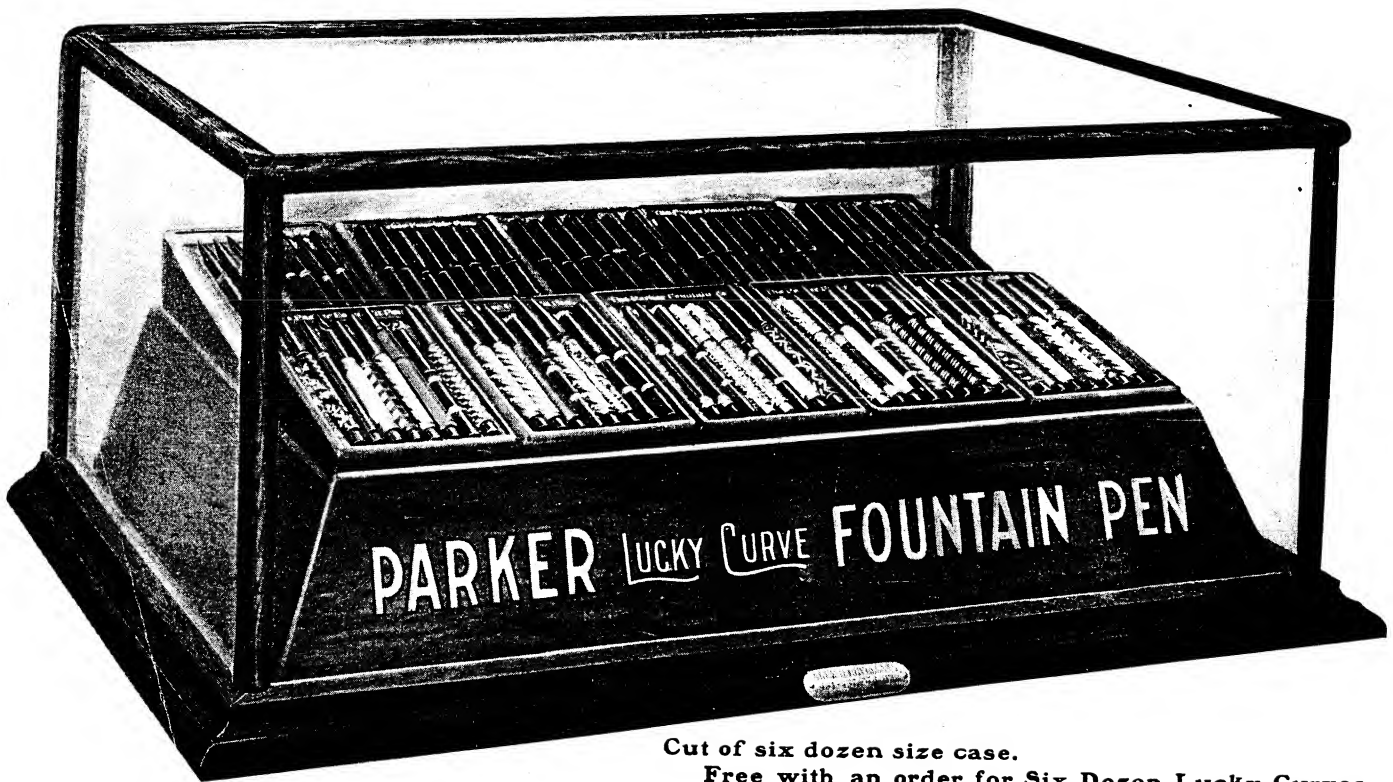
We Have a Present
for
Each Member of Every Firm
Ordering Pens of us this Year

It is a

SIX INCH ALUMINUM RULER
AND PAPER CUTTER

An Indispensible Pocket or Desk Companion

CLERKS who are Parker Pen sellers come in on this offer if names are sent in with orders.



Cut of six dozen size case.
Free with an order for Six Dozen Lucky Curves.



TRADE BUILDERS.

One of our beautiful show cases prominently and tastefully and suggestively displayed will do as much toward selling Parker Pens for you as a special salesman. This plan might have been called a theory a year or two ago, but it no longer is, for it was proven last year in several hundred instances, with simply gratifying results. The reason is simple. The desire to buy a "Lucky Curve" was created in the mind of your prospective customer by one of our advertisements, or by a friend recommending it, so that he has already made up his mind to buy when a good opportunity presented. A nice show case assortment would present the very opportunity which he had pictured in his mind. The eye of your customer would, on coming into your store, light on the nice display of Parker Pens you would have. The next thing he would be up to the counter asking to see the pen with the "Lucky Curve" which he "had seen advertised so much." The bright alert salesman having had the button "pressed" will soon do the rest.

Mall us a case order for goods as noted above and we will AGREE TO BUY BACK FROM YOU at cost price, any of the goods remaining unsold any time after six months from the date of the last and final payment on the goods, by giving us 30 days notice of your desire to discontinue their sale, providing, of course, that the pens are returned in good condition and the terms of the sale complied with, and that the goods retailed have always been sold at full retail prices.

ible to

1

Shall we make you a Special Case Offer?

WRITE US.

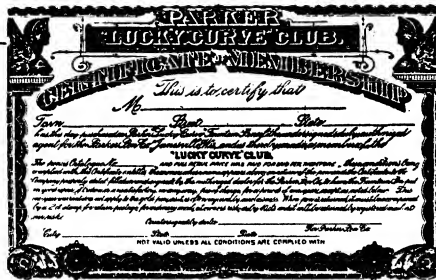
is the

Surely, we have strewn the path with commercial roses for you; we have removed the barrier of any risk. Why not act today? Every day's delay really means loss of money to you. We know this to be so. History repeats itself.

"A year or so ago, my stock of pens consisted of about one dozen various makes. I sold about a dozen a year. A few months ago, I was induced by a representative to place an order for a six-dozen assortment of Parker "Lucky Curves." I will state that in one month I sold as high as TWENTY-THREE PARKER PENS, more than I sold in two former years together. This is very gratifying to me as I never thought there was such a demand for fountain pens.

Parker

This Accident Policy



With Every Parker Pen

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE FOUNTAIN PEN.

Contains 3 Patented Improvements: { ANTI-BREAK CAP, Pat. July, 1900. LUCKY CURVE FEED, Pat. Jan., 1894. SPRING LOCK, Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING. Cuts of Jointless pens about 3/4 size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, 3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using sheet of carbon paper, both an original and duplicate copy are made.

Price, \$4.00. Jointless.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 025. Price, \$5.00. Jointless.



Is next to the largest pen we manufacture. Only one size larger is made—No. 026. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.

Pens especially for shorthand writers fitted to Nos. 020, 20, 023, 23, 024 and 24, when so ordered.

OUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler for immediate use. Packed in handsome carton. Retail 25c per bottle. Wholesale \$1.50 a dozen.

Just think: A beautiful specially made case, nice enough to be a credit to any store, FREE with first order for 6 or 12 dozen PARKER LUCKY CURVES.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

ANTI-BREAK CAP.
Warranted Against Cracking or Splitting for One Year.

No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

No. 20. Price, \$2.50. Screw Joint.



No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

No. 23. Price, \$3.00. Screw Joint.



No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 24. Price, \$4.00. Screw Joint.



No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

No. 25. Price, \$5.00. Screw Joint.



No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

THE GEO. S. PARKER OLD STYLE FOUNTAIN PEN.

No. 1. Plain Barrel Parker Lucky Cure. Price, \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over feed. A very good pen and warranted. It is the lowest price of any Parker "Lucky Curve" made.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome cartons. Retail 25c per bottle. Wholesale \$1.25 a dozen.

To the Clerk. By complying with easy conditions of the Due Bill accompanying each case order you are entitled to a \$4.00 Parker Pen for your personal use FREE.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.

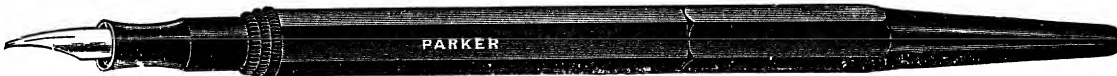
By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes— one size same as shown in engraving, the other, ladies' size considerably smaller.

No. 8. Hexagon. Price \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

Physicians' Pen. Price, \$5.00

See Page 9. Fitted with No. 4 Gold Pen in Fountain. In opposite end of fountain is fitted Registered Fever Thermometer with certificate showing corrected readings for physicians' use. The most useful, convenient combination ever put in a physician's pocket.

No. 11. Gold: Price, \$6.00, Silver, Same Pattern, \$5.00.



No. 11. Price, \$5.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

No. 11. Aluminum. Price, \$3.50.



No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

A Beautiful Poster, 53x40 inches, printed in five colors with your name on it in large type awaits your request.

THE PARKER PEN CO., Janesville, Wis.

Gentlemen:—We have two of your No. 024 pens in use in our family and both are giving splendid satisfaction. One has been in daily use for nearly four years and we all still think it the best pen in the house. I take it the No. 023 is equally as good a pen except smaller in diameter.

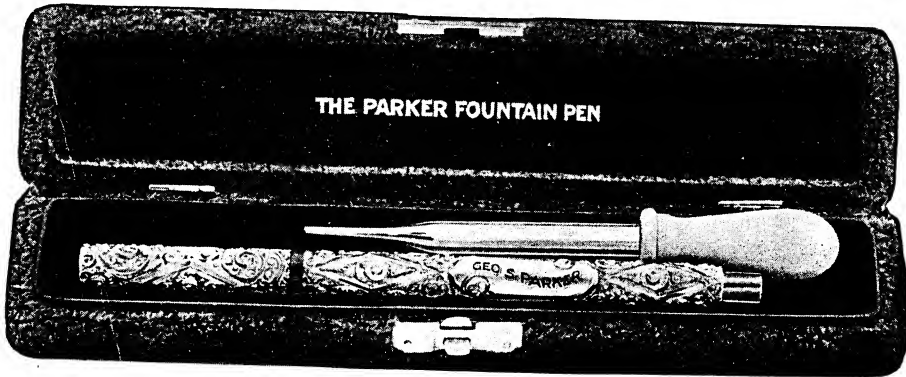
Yours very truly, Marie Johnson, Eola, Ill.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

No. 12 Full Pearl. A Beauty. Price, \$6.00. Upper or lower feed.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below.



FIT FOR A QUEEN.

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

**Price of Box
\$1.00 Extra.**

Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the plush box. In ordering please designate your choice of either plush or Morocco covered.

No. 30. Price, \$10.00. (New.)



Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a lifetime, and be handed down as an heirloom No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Same design Sterling Silver \$8.00. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

No. 021. Jointless. Price, \$3.50. (New.)



In fact, we have a good deal of difficulty to keep up with the demand. This is really a very pretty pen. It is practically our No. 020 with the addition of the gold band and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price, \$3.00. (New.) Cut 1/4 size.



Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

CHEAPER PENS.

New Special

(Cut 1/4 size.)

Price, \$1.50.



Silver Dollar.

Upper or Lower Feed
as desired.

Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

REPAIRS

We repair all makes of fountain pens with neatness and despatch. Always empty ink from barrel when sending pens for repair and be sure and put your name on the package as well as to write what you wish done. We will then guarantee prompt and satisfactory service.

Remember the Bell-Shaped "Lucky Curve" feed. This is the greatest improvement ever made in the Parker Pen. With this great improvement, the Parker Pen is now more than 30 per cent. better than it was 6 months ago.

THE PARKER PEN CO., Janesville, Wis. Gentlemen: We have found out that by continual hustling and persistently calling customers' attention to the Parker Pens, they are easy sellers and good money makers.
Yours very truly, HART & PARKER, Shreveport, La.
THE PARKER PEN CO., Janesville, Wis. Gentlemen: I am more than pleased with the No. 026. It is of great service to me in my long mountain trips, and I would not be without it. Have always carried a fountain pen and advise every one to buy a Parker of the "Lucky Curve" type.

PARKER "LUCKY CURVE" BULLDOG SPECIAL. PRICE \$4.00.



This pen we offered for the first time in this country in the October "Side Talks." The immediate response that this pen has called is really quite remarkable. It shows that there is a big demand for it, from buyers such as business men, the older student, professional men who do not like to carry a Fountain Pen partially exposed. It has proven to be especially popular with the miner and military man. It is, as previously stated, a pen that we have sold in large numbers, during the past two years, to one of the largest Stationery firms in London, England. It is essentially an English idea. It is made to carry in the lower vest-pocket with the pen lying flat in the bottom. It will, if kept properly filled, never permit ink to get into the cap, even when carried in this position. It cannot be lost, can hardly be broken, is handy, and has many good points in its favor.

The Interior of the Home of the "Lucky Curve"



To this office comes a business from every civilized country and from the most remote corners of the earth

PARKER PENS
LUCKY CURVE

ARE GOOD PENS
F. A. EASTON, Worcester, Mass.

Can you use this electro in your newspaper advertising? If so, we shall be glad to send you a cut.

It is a strong ad and will help sell pens, and be a good general advertisement for your stores as well.

Nearly Twice as Good.

The Parker Pen has always been a good pen, but today it is nearly twice as good as it was six months ago,—made so by

Bell Shaped "Lucky Curve"



Feeder, which is the grandest improvement ever incorporated in a fountain Pen.

Fountain Pocket Holder.

Prices:

No. 1 Pocket, 1 part.....	10c
No. 2 Pocket, 2 parts.....	15c
No. 3 Pocket, 3 parts.....	25c

GEO. S. PARKER, Janesville, Wis. Dear Sir: The Parker "Lucky Curve" pens are making a good name and are trade winners.
Yours truly, JOHN S. MARSH, Guide Rock, Nebraska.

THE PARKER PEN CO., Janesville, Wis. Gentlemen: A customer of mine who answered some advertisement showed me your letter to him, telling me that the Parker Pen was an ideal investment. We have sold five in two days, since we opened them up.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

May 1903.

JANESVILLE, WIS., U. S. A.

No. 42.

Plan the Building of your Business

A great building, or business, that has been built up until it is of large proportions, ramifying all over the earth, once existed only in the master-mind of some man. This is intelligent forethought, without which no business can or will succeed; the lack of it is why many a business has failed or only partially succeeded.

A BUSINESS THAT IS SIMPLY "DRIFTING"

will succeed only by the merest accident. The more the details are worked out beforehand, the fewer in number are the mistakes and the greater the successes.

Industry, patience, perseverance, tact and courtesy, backed by good judgment,

WILL MAKE A SUCCESS OF ANY BUSINESS.

Your success is what you make it,—no more and no less. **If you are "drifting," you are a failure at selling "Lucky Curves."**

THE MOST SUCCESSFUL MAN IN YOUR CITY IS A HUSTLER,

a pusher, a worker. **Are you that man?** If not, then you are not using the power with which you have been created. You are making less of a success than is your right to be.

Why should you expect to escape suffering in a blizzard if you did not protect yourself? Why should you expect to sell Parker Pens unless you make conditions favorable by getting your customers interested, by telling them of the practical, pleasing and agreeable features of "Lucky Curve" using?

EVERY ONE WHO WRITES IS A POSSIBLE AND PROSPECTIVE CUSTOMER FOR YOU.

Their money is ready as soon as you can show them what you have and make them as well acquainted with the good qualities of the pen as you should be.

Do nothing and sell nothing. **IT'S UP TO YOU.** The results of the battle belong to you, and are worth the while. Be satisfied with nothing but the best you are capable of producing.



I assume that every person entering the store is a prospective Fountain Pen Purchaser.
A. D. F. REYNOLDS, Odgen, Utah.

Have a pad each of both rough and smooth paper handy.

W. F. PILCHER, Lyons, N. Y.

Can I interest you in Fountain Pens.
I. F. MORRIS, Sacramento, Cal.

YES, HE REALLY DID IT.

A few days ago, one of our travelers called upon a firm who had never handled Fountain Pens. "Yes," said one of the proprietors, "we know the Parker Pen is all right, but we could not sell them as we have no call for pens." Our traveler explained to the dealer that to sell pens, it requires individual effort,—effort on the part of the salesman to interest the customer. If this was done, the results were sure, for the public were interested. Our traveler asked him, if he was open to conviction. Certainly! said Mr. Dealer. What was the result? Our traveler spread out his samples, made a nice display, went to work as opportunity offered. Two hours' work resulted in his selling to the dealer's customers as they chanced to come to the store, one No. 026, price \$6.00, two No. 24's, price \$4.00 each, one No. 20,—a total sale of \$16.50, with the promise of several more sales. The result: Mr. Dealer lost no time in getting in his order for a case of goods.

SALESMEN.

Use skill. Make plans. Lay out a plan of campaign. Make a concerted, concentrated effort to sell a Parker Pen. The more sales you make, the surer and quicker your advancement. If you want to succeed, do the best you can, and do it just a little better than the other fellow does. You are on trial. Show your metal. On your present depends your future.

DOWN A CRACK.

If you dropped a five-dollar gold piece down a crack, what would you do? Pull up fifteen feet of sidewalk if necessary, now wouldn't you? Simply because you would feel sure that the yellow piece was down there somewhere.

There are "all kinds" of lost money in this nook or that, if one only knew where to look for it. Stop and think it over.

Every man is a loser. He is losing the difference between what he does make and what he might make. In every business there are leaks and leaks. The trouble is that most merchants do not look upon these as losses. They accept them in a matter of fact way, as a feature of the business. When they save, they do it by privation, which is the very poorest way of saving in all the world.

One way to stop a leak is to devote more time, give more real downright planning as to the best way of interesting your customer and selling him a Parker Pen. It pays you a good profit. Really, for the time spent in making the sale, it probably pays a better per cent. of profit than any other article you have to sell.

Another thing. You will invariably find that the salesmen who are good pen sellers are good judges of human nature,—men who have a future in the business world.

VIVIAN.

By the way, by the time this reaches you, we will have ready one of the most beautiful advertising Hangers we have ever sent out. It's a reproduction from a photograph taken from life, of a young lady who is an enthusiastic admirer of the Parker Pen. We call the picture "Vivian", but that is not her real name, because we cannot be too personal. Dealers who want something artistic and attractive, just drop us a postal. The picture will however be sent, without asking, with all orders received for Pens during the balance of the year.

IT'S BECAUSE YOU DESERVE IT.

Is your pen trade all you wish—all you can make it? If not, why not put on a little more steam? If the engineer finds that he is losing time, what does he do? USES MORE STEAM—more energy. If he used no more steam going up grade than he did down grade, he would not make much headway.

No, really, there is, up to date, no real royal road to fortune except through one's own individual work,—hard work at that. If you make a grand success of pen selling—and you can do it—, it is because you deserve success and have worked hard in the right direction.

You "have done things". The man who tails does so because he has invited failure,—too lazy, stubborn or ignorant to make use of the implements which command success, viz: Individual Effort, Tact, Courtesy, Push, Snap and Vim.

A WORM EATEN DEAD STICK.

The time to work the hardest is when trade is the dullest. When you are full of orders and business comes in a greater volume than you can care for, then you can relax your vigilance. When business is slow is the time the good

manager and the poor one show up in their true colors. The live manager finds slow sales only a stimulus to greater action, more care, better judgment, more enthusiasm, more of a determination to use all of the powers with which he is possessed, and which are now being tested and developed.

The other sort of a manager is a worm-eaten dead stick, a misfit, a man of whom commercial agencies do not say complimentary things; a fellow who will want to pay on account by returning goods. You know him, for he is in a class by himself. Not many of him, and for that reason, he is all the more conspicuous. The power to succeed is given every man. The owner must, however, furnish the "I will" to put it in motion.

AN ACCIDENT.

A few months ago, we had an accident happen to a large tank containing several hundred gallons of our Writing Fluid. The accident was of such a nature that it injured the ink by causing it to have a faded out look, instead of the strong blue-black color. A small quantity of it was sent out before the accident was discovered. If you received any of it and have not notified us, we will be glad to send you good ink, free of charge, to make good the defective fluid.

A FAVORED CUSTOMER.

Make every customer feel that he is a favored customer. Select a pen which you think will suit. Give him to understand, in making the selection, he has chosen wisely if he takes it; that it is "the" pen in the case for him. Will he appreciate that kind of treatment? Just try it. Treat every customer as though the future of your business depended upon the good treatment you accorded him, and you need never fear Bradstreet and Dun rating you as "Slow and undesirable".

THE SMILE CURE.

Like the sunshine, it is hard to estimate the value of a smile, for though it costs the giver nothing, it very likely means all the difference to the recipient between black despair and cheerfulness and hope.

A smile is a token of warmth within; it shows the kind heart of the friend, the affectionate brother, the loving child, or the happy husband.

GOOD THINGS TO KNOW.

If a pen flows too freely,—a pretty sure sign that the Ink Supply is almost exhausted.

REFILL. Don't take it for granted the barrel is full.

If a pen has ink around the nozzle after removing the cap, the chances are the air-vent in CAP IS FILLED. OPEN IT UP. Wipe out the cap and the trouble has VANISHED.

If a pen is brought back as "UNSATISFACTORY." "NO GOOD," ascertain the cause of complaint. In ninety-nine cases out of a hundred, you will find the trouble was caused by the FAILURE OF THE OWNER to observe the simplest and most fundamental rules governing the proper working of the pen. A kind word of friendly instruction, by filling the pen, or opening the air-vent, will frequently save a customer.

Remember, there is NO MAGIC in a fountain pen. Its workings are governed by the simplest rules of natural philosophy, GUIDED BY COMMON SENSE.

Remember, we are always ready and glad to exchange or adjust any pen we make, to meet the particular personal requirements of any customer.

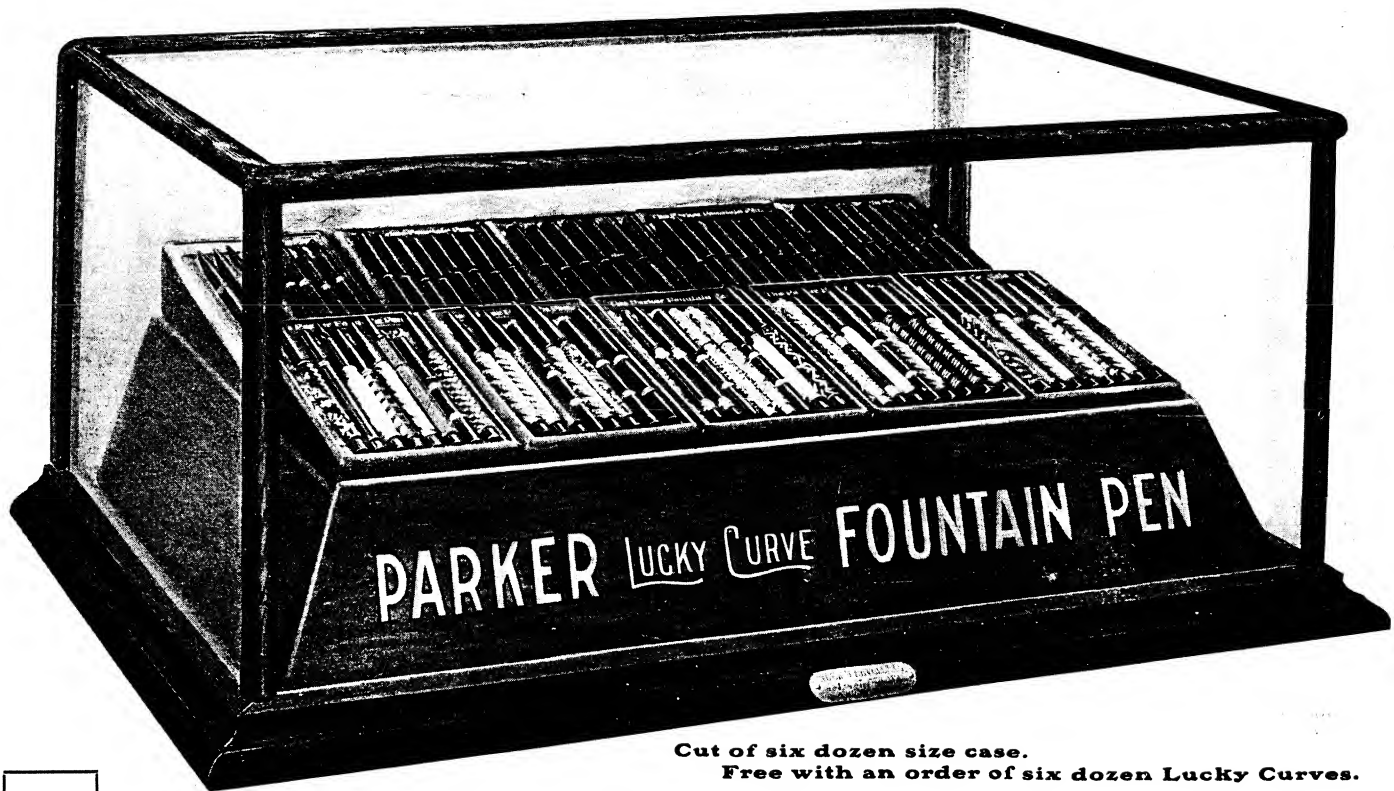
Don't expect a new pen, just filled, to work like a Veteran. It will not. Give it time to work up and satisfactory results will follow.

The successful pen seller is always alive, alert, tactful. Enthusiasm is catching.
Mrs. M. L. VENFLIET, Alpena, Mich.

You have seen it advertised in the magazines!
C. L. OLDS, Fremont, Neb.

Any pen will work better after being used a short time.
A. N. PRITCHARD, Dekalb, Ill.

THE PARKER PEN CO., Janesville, Wis.—Gentlemen: I enclose check in payment of amount due this month on Pen Assortment. It was the best investment I ever made, when I permitted your agent to ship me the six dozen assortment of your "Lucky Curve Fountain Pens." The pens have sold beyond expectation, the sales each month more than pay the liberal installments that you granted me. Respectfully, Jos. R. Harrison, Columbia City, Ind.



Cut of six dozen size case.
Free with an order of six dozen Lucky Curves.

WE have often wondered if you have ever taken the time to note the fact that there might be a leakage in your business? How do we know it? Because we know it is so, unless you are not selling Parker "Lucky Curve" Fountain Pens according to the most improved plan. The Fountain Pen business has taken giant strides in the last year or two. It is not a question of selling half a dozen pens, or a dozen, a year, which, a few years ago, was considered a good business; and which is a fair business even today, where old-time methods are still the rule. It is not a question of who can sell the cheapest pen, but who can give the biggest value for the money. This is why the Parker "Lucky Curve" is now sold by more than 8,000 of the best dealers throughout the United States and Canada.

We want to put you in touch with a plan that has brought, and is today bringing, wonderful success to those who practice it. It is the SHOW-CASE idea.

A short time ago, the writer had occasion to go into a hardware store to make some little purchase. As he was about to pass out, his eye was attracted to a most magnificent display of cutlery the dealer had. This reminded him of the fact that he needed a good pocket-knife, and as a consequence, he left a dollar and pocketed a new knife. After making the purchase, he asked the dealer if he was not carrying a rather large stock of pocket-knives. The dealer answered, "Yes, but the large line I am carrying is the best advertisement and the best investment of the kind I ever made, for the display I make, makes sales for me daily, just as it did in your case." Sure enough, the dealer had struck the key-note.

This case is parallel with the Fountain Pen business. A beautiful show-case, made especially to show off Parker Pens, filled with a fine selection of goods, is the magnet which will catch the trade. There is no guess-work about it. It will catch the eye of the visitor in your store. It says to him, "Here is the very 'Lucky Curve' Fountain Pen which I have seen advertised so much. I want to know what the 'Lucky Curve' is like. I might buy one if they are all right, for I have been thinking of buying one sometime." What happens? He walks over to the case to look. You are on the spot with a pleasant word and a willingness to oblige. Hand out the pen to try and at the same time tell him its good points, about the famous "Lucky Curve", the Anti-Break Cap, the wonderful accident policy which you are authorized to issue with each "Lucky Curve" for one year, and almost before you know it, the sale is made, and you are richer by a dollar or two than you were before.

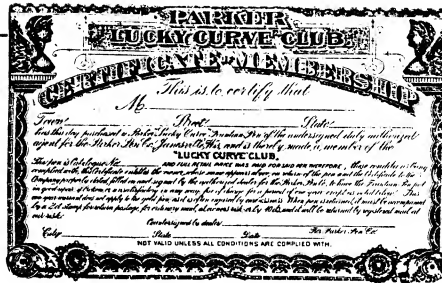
Do you want to get started in this splendid money-making plan? If so, we are willing to make you a special offer: Send us an order for a 4 dozen, or 6 dozen, or 12 dozen show-case assortment of Parker "Lucky Curve" Fountain Pens, we will ship them to you promptly, and you may pay for such an assortment on the special installment of $\frac{1}{4}$ of the bill in one month, $\frac{1}{4}$ in two months, $\frac{1}{4}$ in three months and the balance at the end of the fourth month. We will guarantee the success of the plan, because we have found that it succeeds in 99 out of a 100 cases. Will you permit us to prove it to your satisfaction?

As soon as I began to see things in the right way, my pen sales increased every day.
PETER GEIGER, Hendricks, Minn.

I show him the excellent features of the Parker Pen.
JAS. BAYARD HAINES, Vincentown, N. J.

Endeavor to make your pen case a bright spot in the eye of the public.
A. H. FIGGEN, Quincy, Ill.

This Accident Policy



With Every Parker Pen.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

ANTI-BREAK CAP.

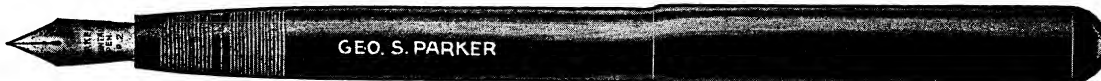
Warranted Against Cracking or Splitting for One Year.

Lucky Curve No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

Lucky Curve No. 20. Price, \$2.50. Screw Joint.



No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

Lucky Curve No. 23. Price, \$3.00. Screw Joint.



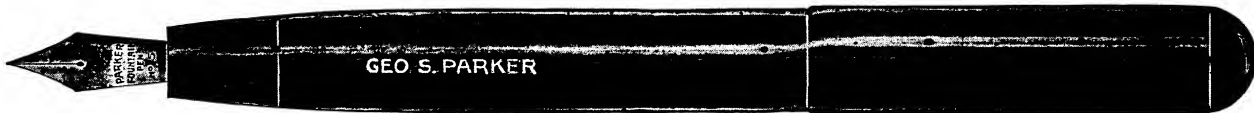
No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

Lucky Curve No. 24. Price, \$4.00. Screw Joint.



No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

Lucky Curve No. 25. Price, \$5.00. Screw Joint.



No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

THE GEO. S. PARKER OLD STYLE FOUNTAIN PEN.

No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome cartons. Retail 25c per bottle. Wholesale \$1.35 a dozen; 1/4 gross 3.75.

The Parker Pen Co. stand right back of that guarantee.
R. DUNBAR LYLES, Baltimore, Md.

I do not wait for people to ask for a Fountain pen.
F. M. PIERCE, Fairibault, Minn.

It's up to you to make your customers feel the same as you do.
ROBT. A. BRUNNER, Rutherford, N. J.

I count every man who has not a "Lucky Curve" in his pocket a prospective customer.
H. W. MCINTYRE, Liberty, Mo.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

Contains **3** Patented Improve-ments: { ANTI-BREAK CAP, LUCKY CURVE FEED, SPRING LOCK, Pat. July, 1900. Pat. Jan., 1894. Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.

Cuts of Jointless pens about 3/4 size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, \$3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.

Price, \$4.00. Jointless.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome carton. Retail 25c per bottle. Wholesale \$1.25 a dozen.

A man once bought a jim-crack pen,
It wrote like a horse-shoe nail,
And every time he tried to write,
It never failed to fail.

The Parker is not that kind.
R. W. BURTON, Auburn, Ala.

A show of confidence in an article inspires confidence
in the buyer.

B. H. WOODS, Corsicana, Tex.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.

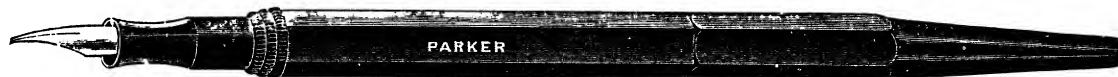
By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

No. 8. Hexagon. Price, \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

Physicians' Pen. Price, \$5.00.

See Page 9. Fitted with No. 4 Gold Pen in fountain. In opposite end of fountain is fitted Registered Fever Thermometer with certificate showing corrected readings, for physicians' use. The most useful, convenient combination ever put in a physician's pocket.

No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.



No. 11. Price \$6.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

No. 11. Aluminum. Price, \$3.50.



No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

A beautiful Poster, 35x50 in., printed in five colors with your name on it in large type awaits your request.

THE PARKER PEN CO., JANESVILLE, WIS.

Gentlemen:—We have two of your No. 024 pens in use in our family and both are giving splendid satisfaction. One has been in daily use for nearly four years and we all still think it the best pen in the house. I take it the No. 023 is equally as good a pen except smaller in diameter.

Yours very truly, MARIE JOHNSON, Eola, Ill.

THE PARKER PEN CO., JANESVILLE, WIS. GENTLEMEN:—We have two of your No. 024 pens in use in our family and both are giving splendid satisfaction. One has been in daily use for nearly four years and we all still think it the best pen in the house. I take it the No. 023 is equally as good a pen except smaller in diameter. We have sold five in two days, since we opened them up.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 12. Full Pearl. A Beauty. Price, \$6.00. Upper or lower feed.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below

REPAIRS.

Our friends who continue to send us packages of repairs without marking their name and address on the package, and giving instructions as to what is to be done with the repairs, are doing more to turn our few remaining hairs gray than any other known cause. Were it not for this particular complaint we do not know that we would have any reason to feel otherwise than happy. Receiving, as we do, a hundred or more packages per day from our various friends in all parts of the country, you can easily see what a guessing contest we would have to enter into, unless we were clairvoyants (which we are not), to decide to which of our friends these various packages belong, unless they were plainly marked with name and address. We can not emphasize this fact too much, because it is the source of more annoyance and delay to our customers than any other known cause in connection with our business. Occasionally a dealer will have a pen brought to him broken, and he wraps it up and sends it to the Parker Pen Company,

with their name plainly written on the package, entirely forgetting that we do not know as much about this particular pen as he himself, and after he has waited a few days, he does not receive the pen, writes us a letter asking us why the pen is not returned, "which was sent a week ago." Now, we are just as innocent about this matter as is the man who never heard of the Parker Pen, yet, it is a difficult matter to convince some people that we are not to blame in such cases. When we receive the "kick" we make a careful examination of the handwriting, post marks, etc., if any, on the "stray" packages, and if we can find any similarity in handwriting, we occasionally send the wrapper to the man who makes the complaint. Any dealer who sends us repairs can have, for the asking, repair envelopes, which make a comparatively safe way of sending small packages through the mail. In sending repairs will you not only kindly put on name and address on each package, but write full instructions as to what you wish done to each pen?

No. 30. Price, \$10.00. (New.)



If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom the No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Same design Sterling Silver \$8.00. Beautiful plush or morocco hinged covered case, satin lined. \$1.00 extra.

No. 021. Jointless. Price, \$3.50. (New.)



In fact, we have a good deal of difficulty to keep up with the demand. This is really a very pretty pen. It is practically our No. 023 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price, \$3.00. (New.) Cut 3/4 size.



Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

BULL DOG SPECIAL, a Vest Pocket Pen, Short, Stubby, English pattern (no cut) Price, \$4.00

CHEAPER PENS.

New Special.

(Cut 3/4 size.)

Price, \$1.50.



Silver Dollar.

Upper or Lower Feed as desired.

Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

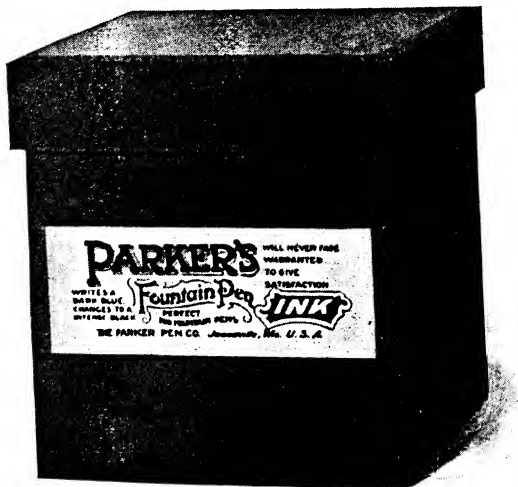
These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

Remember the Bell-Shaped "Lucky Curve" feed. This is the greatest improvement ever made in the Parker Pen. With this great improvement, the Parker Pen is now more than 30% better than it was 6 months ago.

Keep your pen case well filled, clean, stock nicely arranged. Each No. by itself and keep them so, and the rest is easy.

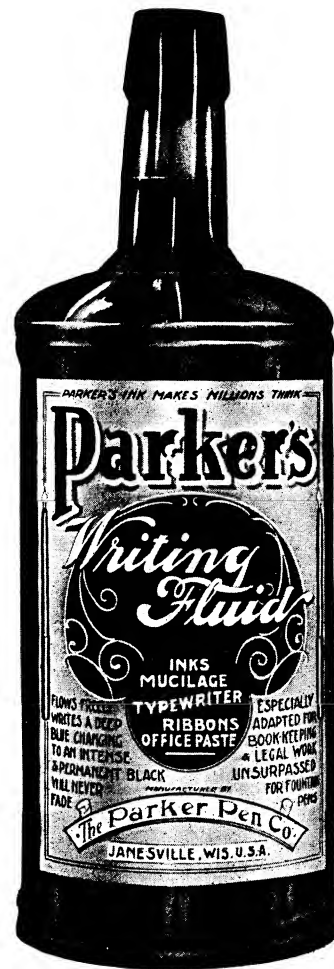
All Prices on this Page are Wholesale, not subject to farther Discount unless otherwise stated.

PARKER INKS!



Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Patent Rubber Cork Filler with each bottle. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at 25 cents per bottle. Price to the trade, \$1.20 per dozen, net, \$3.75 per quarter gross. Try a few dozen. It will almost sell itself.



You cannot buy better Ink than the Parker. It is made from the purest chemicals. Price, Per Dozen Quarts, \$4.00.

Parker's Writing Fluid.

NET WHOLESALE PRICE:

Quarts, full measure, per dozen.....	\$4.00
Pints, full measure, per dozen	2.25
4-oz. Bottles, per gross, Square New Package, per gross.....	7.20
2-oz. Bottles, per dozen, Square, per gross	4.20



Parker's Black Ink.

NET WHOLESALE PRICE:

2-oz. Cones, per gross	\$2.75
4-oz. Bottles, per "	4.00



Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen.....	\$4.50
Pints, full measure, per dozen	2.75
4-oz. Bottles, full measure, per gross.....	14.40

Rubber Stamp Ink.

For Rubber Stamp Pads.
Finest quality, 1-oz. bottle, dozen.....\$1.50

Parker's Red Ink.



NET WHOLESALE PRICE:

2-oz. Bottles, full measure, per gross.....	\$4.20
4-oz. Bottles, full measure, per gross.....	7.20
½-pint Bottles, full measure, per dozen.....	3.60

Parker's Liquid Glue.



NET WHOLESALE PRICE:

2-oz. Jar, round, large mouth, per dozen.....	\$0.60
Parker's Liquid Glue will stick glass, pottery, in fact almost everything.	

Parker's Mucilage.



NET WHOLESALE PRICE:

2-oz. Bottles.....	Per gross, \$4.20
4-oz. Bottles	7.20
Pint Bottles	Per dozen, 3.00
Quart Bottles.....	5.00

Pen and Pencil Holders.

PRICES:

No. 1 Pocket, 1 part	10c
No. 2 Pocket, 2 parts	15c
No. 3 Pocket, 3 parts	25c

BANKER'S SAFETY INK. There is not a banker, lawyer or Insurance man in your city of any note, that would not gladly make an investment in this wonderful Ink, if they knew about it. The only safety ink ever sold. Acids will not effect it. Quarts only. Speak to your lawyer or banker about it. He wants it. Net wholesale price, \$6.00.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

September, 1903

JANESVILLE, WIS., U. S. A.

No. 43

Strike while the Iron is Hot

When the Iron gets cold, a blow is of little value. To do effective work it must be done at the right time, and in the right way.

IN OTHER WORDS IT MEANS

GRASPING OPPORTUNITIES

Almost everybody expects to buy a Parker Pen sometime. Some are not sufficiently impressed to think of asking for one when in your store without your making them think to do so.

A special salesman stationed in the front part of the store would do it nicely, were he to ask each person entering the store, "Have you ever used a Parker 'Lucky Curve' Fountain? If not, let me show you a pen we have in the case for you." This kind of work is most effective. There is, however, a simpler way. It is

The Show Case Display

It is the reminder to the customer, the silent salesman, the calling to mind of the previously read advertisements of this pen that is so attractively displayed right before him.

It is the Psychological Link

that connects the buyer with the seller. It is the harvest the dealer is reaping from the advertising that has been done in such publications as

Black Cat,
Munsey's,
Youth's Companion,
Harper's,
Leslie's,

World's Work,
Out West,
Pacific Monthly,
Christian Herald,
Saturday Even'g Post,

Current Literature,
Collier's Weekly,
Sunset Magazine,
Cosmopolitan,
Century,

Outlook,
Mahln's Magazine,
Everybody,
National Magazine,
McClure's.

The lawyer reads them, so does the doctor, the banker, the farmer, the merchant, the manufacturer, the traveling man, the children in the public school, students attending college or about to do so.

Never has such a demand for Fountain Pens been known. Never has such opportunities been presented to make money by "striking while the iron is hot," which is now. You are equal to the occasion, otherwise you would not be reading this little talk.

That we can, and will with the right kind of co-operation on your part, make such an investment, as we hope you will make in Parker Pens

A SWEEPING SUCCESS

Let us work together, for "in union there is strength." The writer personally places all the years of experience he has had at your disposal, together with other aids in the way of advertising matter, signs, circulars, hangers, posters, cases, as well as suggestions as to the salesmen, etc., as to how best to display, talk and market the goods.

Your reply and orders will open up correspondence that will result in both pleasure and profit.

Yours sincerely,



ONE OF OUR BOYS

The man who wrote the following is one of the most successful Fountain Pen salesmen in the country. His story is a simple one. He has just been alive to his opportunities. He has developed his powers for success, and success there is in abundance, enough to go round and to spare, if men will use the means at their command for getting hold of it:

"The way to sell pens is, first, understand the goods. I am asked every day if I think the Parker "Lucky Curve" is as good as the ———, and the so and so. I say, 'I think nothing about it. I know the Parker Pen is the best pen on earth and will convince you, with your leave, in a few moments. I show how it feeds the ink so perfectly. How it takes care of the ink after the pen is returned to the pocket. How in so doing, it prevents an inky nozzle. I show the Accident Policy and tell my customer if he buys the Parker, he gets the Accident Policy, which insures every part of the Fountain against breakage, except the gold pen, for one year, even if he lets a wagon run over it,—the Policy covers it just the same. I tell him, too, that when he buys the Parker, he not only buys the best Fountain Pen in the world, but he is getting SATISFACTION, which is worth more than the price of the pen. I always keep my pen case full and well arrayed. I go over my stock once or twice a week; wipe up the gold pens, and if any ink has gotten into the caps while the pens are lying flat in the case, as they sometimes will, I wipe them out. I keep the case as a bright spot, and in a conspicuous part of the store. By these methods, and keeping Parker Pen signs well displayed, and making plentiful use of what you call Individual Effort, is what does the business."

YOUR LETTER HEAD

How would you like to run a cut of the Parker Pen on your next lot of letter heads or envelopes you get printed? It will improve the looks of your letter heads wonderfully, and is a good advertisement as well. We have a very nice cut for this class of work, that we will be pleased to loan you whenever you wish.

WHAT DOES A MAN BUY?

This is a pertinent question. When a customer buys a Parker Pen, he is entitled to more than the pen he has just bought. He is entitled to Satisfaction. It is that "something" about the pen that makes him say, "Twenty-five dollars would not buy that pen." It's not because there are no more pens just as good, but because the salesman who sold it took pains to fit his hand, gave him instructions how to use it. Any dealer who sells a Parker Pen that is out of adjustment, or in any condition except perfect, is doing both himself and The Parker Pen Co. an injustice. The writer asks, as a personal favor, to kindly bear this in mind.

After all, the best trade any Pen Manufacturer has, comes with years of experience and hard work. It is the trade that comes, you know not always how, why or from where. It just comes and stays. It is the trade won by liberal business methods, by selling the best goods under a strong guarantee, by the kind words of satisfied customers. Our aim is to secure life-long customers. We strive to so treat patrons that each will become a little center of influence, in our own behalf, among his friends.

Nothing is too good, in pen making, for our patrons, and we are proud of this title, "The Pen of Pleasure," that has been given the Parker Pen.

THE CAPTAINS OF INDUSTRY

The live, wide-awake salesmen behind the counters are the men whom the writer would like to take by the hand and personally thank for their part in making the "Lucky Curve" America's greatest pen. We have never known any firm to ask to return goods for credit—unless financially embarrassed—who have such men in their employ, for every man who does this is retreating—a skulker. For the skulker, the worker has nothing but pity or contempt.

PARKER PEN CO. Gentlemen: Enclosed find check for payment on bill for case assortment of Lucky Curves bought some time ago. I am much pleased with the way your pens go. I thought this a very small place for pen business, but I have a young lady in the store who has sold \$65.00 worth of Parker Pens in less than four months.

PEN PRIZES

Two years ago we offered several prizes to Parker Pen salesmen. Do you know that out of the prize winners was a young man, whom the writer had never seen and never heard of until he sent in his name as a competitor for a prize. So well written, so much to the point, such a comprehensive knowledge of how to sell goods, was embodied in than paper, that it not only won a prize, but a position as traveling salesman for The Parker Pen Co. The confidence we reposed in him has been confirmed by his excellent work. This young man is known to many of our customers in Iowa, Illinois and Missouri, where he travels. His name is W. F. Pilcher.

Now, we are going to offer some more prizes and we want you to compete. The contest will begin Sept. 1st, 1903, and close at noon, Oct. 31st, 1903. The First Prize will be \$25.00 for the clerk who will have sold, at retail, the greatest number of Parker Pens in this period.

\$15.00 for the next greatest number.

\$10.00 for the next greatest number.

\$1.00 each for the next fifty.

If the sales of the winner of the First Prize score as high as twelve dozen, the prize will be doubled, thus making the First Prize \$50.00. If the winner of the Second Prize scores ten dozen, or more, this prize will be doubled. If the winner of the Third Prize scores six dozen, or more, this prize will be doubled. If the winner of any of the next fifty prizes scores four dozen, or more, his prize will be doubled.

Each contestant to be eligible must write us, so we can register his name and send literature and helpful suggestions. Will you not write today and let us register your name?

VIVIAN

What do you think of the beautiful picture, "Vivian"? If your copy did not reach you, let us know and we will be glad to forward another. It is 18 by 22 inches.

We have in preparation, "A Stack of Favorites," and also, "The Bald-Headed Man," which will appear shortly. They are all good advertisements, beautifully lithographed with four printings.

WINNERS

The great publicity given the Parker "Lucky Curve" by our magazine and newspaper advertising, the beautiful hangers, lithographs, posters, signs, etc., coupled with your push, that will win.

COMPARATIVELY REMOTE

The dealer who thinks his customers are going to get a spy-glass and spy out any Fountain Pens he may have tucked away back in a show-case, with fifty other miscellaneous articles, is simply not thinking fast enough. Buyers do not buy Fountain Pens as they do sugar. The latter they MUST have and ask for, whether it is in sight or not. With Fountain Pens it is different. People usually buy them when the FANCY strikes them, for they are not a necessity. The chances for a customer ASKING FOR A FOUNTAIN PEN UNLESS his mind is directed to it on the dealer's part, is comparatively remote.

A show-case filled with a fine assortment of Parker "Lucky Curve" Fountains, conspicuously displayed, will not only catch the fancy, but will sell pens and sell them fast—granted you do your part. The best proof is from those who are doing the work. Please read:

We have a customer in a distant state who is a born hustler. He does business in a town of 1,000. His purchases of us last year amounted to over \$200.00. The writer once had the pleasure of meeting him. He is one of those pleasant fellows to meet, genial, accommodating, and never loses an opportunity to say a good word for the "Lucky Curve". He asked us, some time ago, to get a die to stamp his name on the barrel of the pens he bought of us, so that every man who bought one of the pens of him would remember where he got it. It's a clever idea and has certainly worked well.

We will do the same for you, if you wish. The only expense will be the steel die, which will cost to make, 15 cents per letter; thus, C. H. Smith has seven letters and would cost \$1.05.

D. T. REED
OPTICIAN

224 Sixth Street

Pittsburg, Pa.

THE PARKER PEN CO., JANESVILLE, WIS.:

Gentlemen: We are glad you are pleased with our increasing orders for Parker Pens. Our growing sales are due to the fact that the goods have won our confidence, and their satisfactory performance is a certain fixed quantity, upon which we are able to stake our word. A young man complimented us upon handling the Parker Pen, and after commending the goods, remarked, "and then they are nice people to deal with". That has been our experience, as you have always done more than you have promised, and in the most pleasant way. Yours truly,

D. T. REED.



Cut of six dozen size case.
Free with an order of six dozen Lucky Curves.

THINK SUCCESS!

WORK FOR SUCCESS!!

BE A SUCCESS!!!



HOW CAN YOU HOPE for the degree of success you would like, unless you use successful methods? Napoleon did not sit down and wait for things to come his way. He went after them. He did it in such an aggressive well directed effort that history was made—maps were changed. There is just one way to do a thing, *and that is to do it.*

A customer goes into your store to make a purchase of some sort. He is a reader of the magazines. He has read about the Parker Lucky Curve Fountain Pens. He has wondered what is the meaning of the "Lucky Curve" that the Parker Pen has so widely advertised. He reasons to himself: "I do need a Fountain Pen. The next time I am down town where I can see a display of these pens I am going to look them over and find out about the 'Lucky Curve;' and if they are as good as the advertisement says they are I will buy one." He may go to the store of a dealer who has a half a dozen in stock, and these pretty well buried and hid among a miscellaneous lot of other stock in a show case. How many chances does this dealer have of selling this excellent prospect? About one in twenty. The odds are too many for a thinking man—a man who aspires to utilize opportunities. Customer goes out and by chance may happen in the store of another dealer who has a fine case assortment of Parker Lucky Curve Fountain Pens. The very kind he has seen advertised in the Youths' Companion, or the Saturday Evening Post, or the Century, or dozens of other similar publications. Now is the time. He steps up to the show case and says: "What is the 'Lucky Curve' of the Parker Pen." The clerk is on hand, polite and obliging and gives the desired explanation. Fits a pen to the customers hand. Asks him to try it.—Result:—Nineteen times out of twenty, a sale is made.

The Show Case way makes easy, Lucky Curve selling, and much of it. Dealers who will adopt this method will be given special inducement terms of paying so much per month on a case assortment of either four dozen, six dozen, or twelve dozen, or larger assortments, so that the carrying and maintaining of such an assortment will be no more burdensome than carrying a stock of one dozen by the old method, while the sales under proper conditions will be 500 per cent greater.

Why delay reaching a decision? September equals December in volume of Fountain Pen sales.

Success is knocking, will you open the door? Add to your own income instead of that of another.

We are waiting to hear from you.

F. B. HAWES, Stationer, Everett, Washington. PARKER PEN CO., Janesville, Wis.: Your shipment of pens and case per invoice of 30th ult. was received last Monday. Would say our fountain pen sales since then have been a revelation to us. In the five days since the pens were received we have sold ten Parkers.

Yours very truly,

F. B. HAWES,

*This Accident Policy...
with every Parker Pen
is what does the Business*



THIS warrant goes with every Parker Pen. It insures the Cap, Barrel, Feeder Nozzle and Plug against breakage, accidental or otherwise, for one year from date of sale; providing Policy is returned with broken pen for identification. : : : :

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

ANTI-BREAK CAP.

WARRANTED AGAINST CRACKING OR SPLITTING FOR ONE YEAR.

Lucky Curve No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

Lucky Curve No. 20. Price, \$2.50. Screw Joint.



No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

Lucky Curve No. 23. Price, \$3.00. Screw Joint.



No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

Lucky Curve No. 24. Price, \$4.00. Screw Joint.



No. 24. Price, \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

Lucky Curve No. 25. Price, \$5.00. Screw Joint.



No. 25. Price, \$5.00. If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

THE GEO. S. PARKER OLD STYLE FOUNTAIN PEN.

No. 1. Plain Barrel Parker Lucky Curve. Price, \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.

FOUNTAIN PEN INK Should be sold by every dealer selling Fountain Pens. Handsome packages, patent filler with bottle. A big seller. Retail 25c per bottle. Net wholesale price \$1.25 per dozen. A quarter gross by FREIGHT can be shipped nearly as cheap, or cheaper, than a dozen by express.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN**

Contains **3** Patented Improvements. { ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cuts of Jointless pens about 3/4 size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted **No. 021**. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, \$3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physician's use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.

No. 024 Shorthand. Price, \$4.00. Jointless.



PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a large pen, and it has many warm friends.

PARKER PEN CO. Gentlemen: Pen and case just arrived and all O. K. I am much pleased with the selection and expect to do a good business. Have just sold a \$2.50 Parker and this letter is writing with one of the \$4.00 ones and I do not think I have ever used so good a pen.
Yours very truly,
J. G. WRIGHT, Toronto Junction, Ontario.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

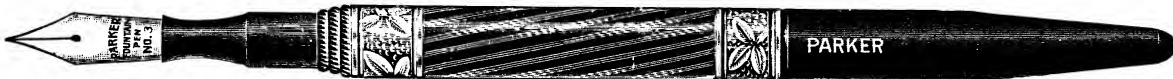
No. 5. Spiral, Black or Mottled Rubber, Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



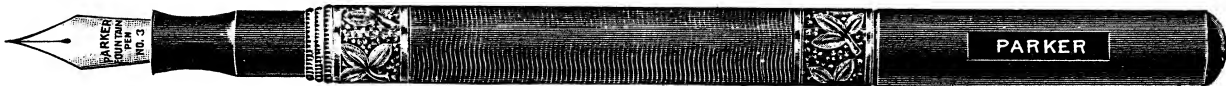
This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

No. 8. Hexagon. Price, \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

No. 11. Gold. Price, \$6.00. Sterling Silver, Same Pattern, \$5.00.



No. 11. Price \$6.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

No. 11. Aluminum. Price, \$3.50.



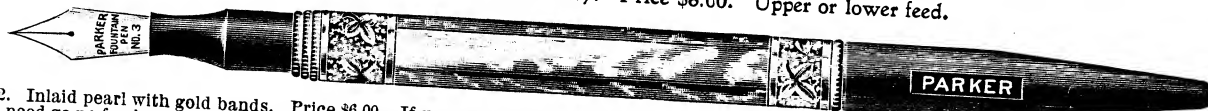
No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

TRAVELERS' INK

Small bottle with patent filler, each bottle enclosed in a colored screw top, circular wood box; can be carried in a grip, trunk or pocket upside down and without the least danger of spilling. Price 25c retail. Wholesale \$1.25 per dozen or a special price of \$2.75 PER QUARTER GROSS.

THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

No. 12. Full Pearl. A Beauty. Price \$6.00. Upper or lower feed.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a life-time, you need go no farther. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below.

PHYSICIAN'S PEN.

A regular right hand to the physician. Regular fountain, but take off small cap, opposite pen point end, and fever thermometer is disclosed, ready for use. This is a wonderfully handy and convenient combination, and physicians are not slow in appreciating it. Price with No. 4 pen \$5.00, or No. 5 \$6.00. Inclusive for both fountain pen and Registered Fever Thermometer.



No. 30. Price \$10.00. (New.)



If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom the No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Same design Sterling Silver \$8.00. Beautiful plush or morocco hinged covered case, satin lined. \$1.00 extra.

No. 021. Jointless. Price \$3.50. (New.)



This is really a very pretty pen. It is practically our No. 023, with the addition of the gold bands. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price. \$3.00. (New) (Cut $\frac{1}{4}$ size)



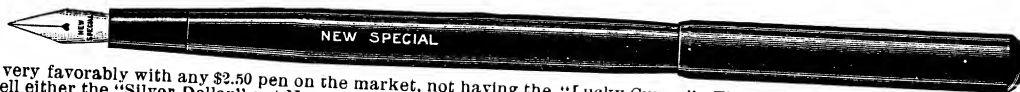
Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen, BULL DOG SPECIAL, a Vest Pocket Pen, Short, Stubby, English pattern no cut Price \$4.00.

CHEAPER PENS.

New Special.

(Cut $\frac{1}{4}$ size.)

Price, \$1.50.



This pen will compare very favorably with any \$2.50 pen on the market, not having the "Lucky Curve." The cut really does not begin to do it justice. We do not require dealers to sell either the "Silver Dollar" or "New Special" at list price if they do not choose to do so, but can run them for leaders, if they wish at their own prices.

Silver Dollar.

Upper or lower feed as desired.

Price, \$1.00.

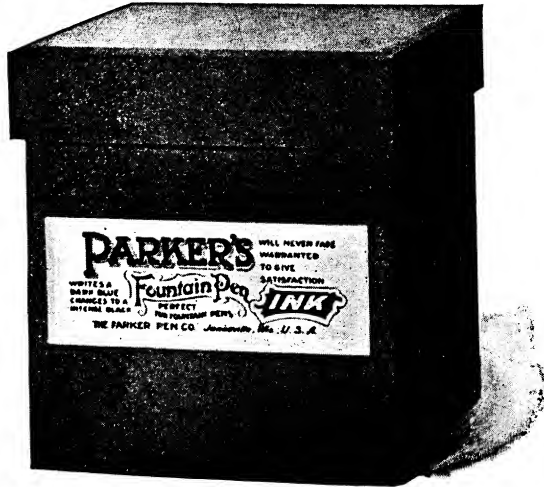


"Silver Dollar," or Palmer Pen, is the name of a "Dollar" pen, of which we have sold tens of thousands. It is a good honest pen for the money. We do not call it worth \$3.00 and sell it for \$1.00, for it is not. It is, however, exceptional value for the money. No \$3.00-for-\$1.00 pen in the country will equal it. A good honest pen for the money, but not as good as the Parker "Lucky Curve."

PARKER INKS! *All Prices on this Page are Wholesale, not subject to further Discount unless otherwise stated*

REPAIRS

Yes, we not only Repair Parker Pens, but fountain pens of any make. We solicit your repair work and will give your work prompt attention. Unless you want your work delayed kindly always mark the package with name and write brief letter telling pen or pens have been sent and what is wanted.



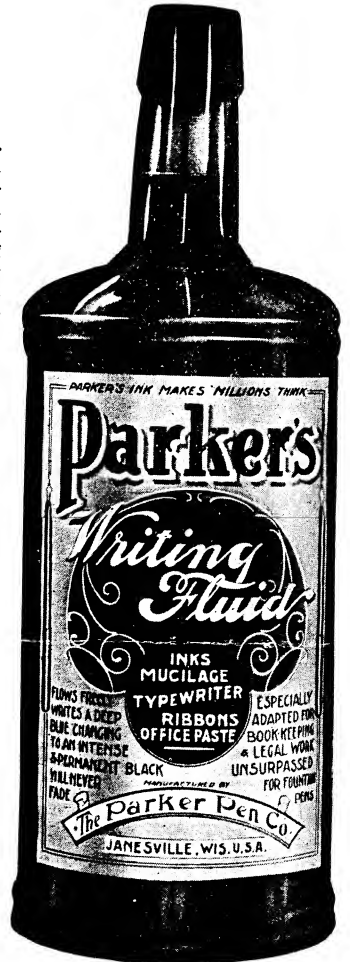
Parker Fountain Pen Ink

Epecially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Patent Rubber Cork Filler with each bottle. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at 25 cents per bottle. Price to the trade, \$1.25 per dozen net; \$3.75 per quarter gross. Try a few dozen. It will almost sell itself.

Parker's Writing Fluid

NET WHOLESALE PRICE

Quarts, full measure, per dozen.....	\$4.00
Pints, full measure, per dozen.....	2 25
4-oz. Bottles, per gross, Square New Pack- age, per gross.....	7 20
2-oz. Bottles, per dozen, Square, per gross..	4 20



You cannot buy better Ink than the Parker. It is made from the purest chemicals. Price, per dozen quarts, \$4.



Parker's Combined Writing and Copying Fluid

Quarts, full measure, per dozen.....	\$4.50
Pints, full measure, per dozen.....	2 75
4-oz. Bottles, full measure, per gross.....	7 20

Parker's Liquid Glue

1-oz. Jar, round, large mouth, per dozen....	\$0.60
Parker's Liquid Glue will stick glass, pottery, in fact almost everything.	

Pen and Pencil Holders

PRICES

No. 1 Pocket, 1 part.....	\$0.10
No. 2 Pocket, 2 parts.....	.15
No. 3 Pocket, 3 parts.....	.25

Parker's Black Ink

NET WHOLESALE PRICE

2-oz. Cones, per gross.....	\$2.75
4-oz. Bottles, per gross.....	4.00

Typewriter Ribbon

First quality.....	\$0.75
Subject to discount.	

Parker's Red Ink



NET WHOLESALE PRICE

2-oz. Bottles, full measure, per gross.....	\$4 20
4-oz. Bottles, full measure, per gross.....	7 20
1/2-pint Bottles, full measure, per dozen.....	3 60

Carbon Paper

Not one person in a hundred understand the modern uses Carbon Paper is dally being put to. It is the means when used with a Parker Manifold Fountain Pen of preserving an exact copy of your correspondence, orders, or of any kind of writing. Impression or copy books are but relics of the past as compared with carbon copies. The use of carbon paper saves the Parker Pen Co. hundreds of dollars a year. You should not only use it yourself but buy to sell to others. Two kinds, one for the pen, the other for the typewriter.

By a recent order the U. S. Express Co. have done away with impression copy, and require carbon copy instead in all offices. Here's your chance for a sale to the local agent and clerks.
100 sheets in a box, net.....\$2.00

Parker's Mucilage



NET WHOLESALE PRICE

2 oz. Bottles, per gross.....	\$4.20
4 oz. Bottles, per gross.....	7.20
Pint Bottles, per dozen.....	3.00
Quart Bottles, per dozen.....	5.00

BANKER'S SAFETY INK.

It. Quarts only. Speak to your lawyer or banker about it.

There is not a banker, lawyer or insurance man in your city of any note, that would not gladly make an investment in this wonderful ink, if they knew about it. He wants it. Net wholesale price, \$6.00 per dozen quarts. The only safety ink ever sold. Acids will not affect

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects

November, 1903

JANESVILLE, WIS., U. S. A.

No. 44

The Only Way to do a Thing, Is to Do It!

*Personal Effort, with one Ounce of Well Directed Determination
and Concentrated Energy is] Worth a TON OF THEORIES.*

MORE failures in life are caused by waiting for some one else to do for us what we should do for ourselves than any other cause. Find a successful man, and you [will find one who does for himself. One who works rather than finds fault. On such a one fortune smiles. Why? Because he works hard and well enough and in the right way to please fortune. He opens up the avenues so that things can come his way.

Would You Like to Sell More Pens?

You can do it if you will. A rightly chosen word, spoken at the right time may do it. A friendly nod of the head may lead to it. A cheery good-morning may assist. Cultivating the faculty of interesting your customers is a big help. *A careful analysis of the reason why you failed to make the sale you lost, may, by avoiding the same mistake, be the means of laying the foundation for a much larger degree of success.*

Resolve to do better today, a little better tomorrow, yet better the day following, and so on, for the balance of the year, then see how the ledger stands.

Load Your Guns and Prepare for Action

Remember the season for the biggest "Lucky Curve" sales is at hand. Are you prepared for it? Fill every vacant place in your show case with a "Lucky Curve" by placing your holiday order, *now---today.*

Let us close up the grand old year of 1903 with a business record, that shows that we know how to succeed by succeeding. Sincerely Yours,

GEO. S. PARKER.

BEYOND THE WALL OF HARD WORK

Not long since, one of our travelers called on a dealer to whom he had sold a case of pens some months previous. He asked the dealer how trade was. The dealer said there was none just at this time. He stated that he was not in need of any more pens at the present time, as he did not expect to sell any until about the Holidays. Our traveler explained to him that now was an especially good time to sell Fountain Pens. The dealer told him that pens could not be sold in his town at this time of year. Our traveler differed with him, and told him, with his permission, he would like to go out and convince him to the contrary. The dealer said that he was perfectly willing to have him do so,

The traveler went out, and inside of three hours had succeeded in selling at retail eight Parker "Lucky Curves." The strange part of the proceeding however, was the fact that not one of these people to whom pens had been sold, knew that this particular dealer was agent for the "Lucky Curve." They all knew more or less concerning the Parker Pen, as they had seen it advertised.

It is perhaps needless to state that the dealer was dumfounded upon hearing the travelers report. In fact, it was a revelation to him as to what could be done with a little concentrated, individual effort, and he promised our traveler that the pen business, in the future, would be conducted on entirely different lines in that town.

As a matter of fact, this is the whole situation in a nut shell. Any dealer can do a good business in his town if he will go after the trade. Success there is in abundance, but it lies beyond the wall of hard work.

FACTS

After all, each man has more to do with the "good times," or "bad times," than is commonly thought. The merchant who is continually gloomy, and never fails whenever the opportunity presents, to tell how dull trade is, usually succeeds in making it so, and in driving a possible customer to a competitor by his very air of gloom. Do you suppose the engineer who would not use more steam to make the ascent in going up the Rocky Mountains than he would use on a level track would ever reach the summit? He will not be a bit more successful than the merchant who expects the same degree of success in dull times, that he does when sales are easily made, unless, he works harder, employs different methods, and adapts himself to the new conditions. Hard times are only a signal for the wide-awake, far-seeing business man, to use more energy, to treat his customers better, and watch their interests more closely. Make it a point before ordering some Parker Pens to think of some possible customer to whom you think you might sell a pen. Select a pen that you think would just suit him. When the goods arrive, say to him on the first occasion: "Doctor" or "Charlie," as the case may be; "When ordering some of the 'Lucky Curve' Parker Fountain Pens a few days ago, I ordered one especially for you, and I want you to drop in the store and try it." Now do you think the Doctor or Charlie would fail to appreciate a little mark of courtesy like that? Not a bit of it. He would secretly be pleased with your thoughtfulness and attention, and 95 cases out of 100 he would use the pen a few days, then buy it. Before long he would bring a friend or two to you and say; "Mr. Jones has been trying my Parker Pen and wants to get one just like it." These kinds of methods always bring success. Hard work in the right direction, coupled with good judgment comprises so-called "luck."

ADVERTISING

How many different ways there are to advertise!

Circulars, if well written and properly illustrated are good. Magazine advertising is sowing the seed for a future harvest. Pen Show Cases is another great help. A fine display of goods are trade excitors. Yet all these means, no matter how good, do not actually sell the goods. Who does? **Nobody else other than the merchant**

and his salesman One ounce of determination behind plenty of concentrated individual energy is worth all of the rest put together.

Find a merchant who has made a success of his business, and you will find one who has used the ounce of determination until it has dynamic force.

The successful merchant or salesman uses it, and in proportion to the amount he makes use of, is he successful. Single out the merchant who expects the advertising, the show case display, the large stock, the circulars, posters and hangers to sell the goods for him without any particular effort on his part, and you are dealing with a "dead one" The funny part of it is the "dead one" never thinks of blaming himself, but will say, "The goods don't sell."

INDIVIDUAL ENERGY

Is the lever that moves the business world. It is a hard lesson to learn, but those who do learn, are the known successes.

He who sits down and waits for "good things" to come his way is not aware that he is off the line traversed by "good things," and that the distance is **gradually growing greater.** **Turn about!** Harden your muscles. Take hold with that determination that never knows what it is to fail. No one can do as much for you, as you can do for yourself. The power, the strength, the feeling that you **are master of yourself** and able to successfully cope with everyday business problems, come only through individual effort, and from within and by

cultivating the **Physical, Occult and other Forces** with which every man is possessed, and which are given him to benefit himself and his fellowmen. Do not wait for business to come to you. Attract it to you. Do not waste energy and weaken yourself by worrying over past mistakes and lost opportunities. These are but blessings in disguise, from which a more perfect structure will arise.

You can succeed to a much greater degree this year than last. You have a right to claim it because **success belongs to you.** Success is not made up from one large strand but from many put together. Little things, well done, done the best you know how, make a foundation upon which your future happiness and prosperity will depend.

ONES OWN POWER

If all men could only get out of the rut of thinking that they are so limited in scope that their share of business will never come, how much better it would be. If you are capable of managing a better

and larger business, you have absolutely the power within you already to use to create that business.

BUSINESS SAGACITY

The golden months for Fountain Pen trade are **November and December—NOW.** If you have anything short of a complete assortment of Parker Pens you are simply driving trade to a competitor. **Don't do it.** Be a man of business sagacity, who can see into the future far enough to know that a case well filled with up-to date "Lucky Curves" will do the business, while "the penny wise and pound foolish" dealer will say, "Well we will have enough to tide over the Holidays."

If you want to do business **you must have the goods.** If you do not, then the trade that might have been yours, goes elsewhere.

OUR HANGERS

Here is a list of the advertising helps we are prepared to send any dealer who will agree to put them up in his store. Metal signs for outside display, size 14 by 3½ in. Card board hanger, embossed four colors. Transparent sign, 8x8 in., horse shoe and pens, seven colors. Vivian, or the Parker Pen Girl, size 17x21 in. The "Lucky Curve," comic, size 14x22 in. A Stack of Favorites, size 12x14 in. Large posters, 35x50 in., five colors. Every Hand, size 17x21.

Our page advertisement in the Saturday Evening Post, Dec. 5, costs \$1,400. We will have several electros of this page ad made, size about 10 x 14 in., and will loan it to any especially enterprising dealer who will run it as his own ad in his local paper. Its the strongest kind of an ad, and with your name and announcement that you are carrying a complete line of these goods will do wonders. Let us know the date you wish it sent as we have but a limited number.

We have a few copies of Vivian, handsomely framed with glass. While they last we will send one to any dealer who will agree to give it a prominent place and pay transportation charges.

Wise words are the following, which are worth \$50.00 a year to any dealer who will follow them. Written by W. F. Pilcher, one of the best Fountain Pen salesmen in the U. S.

A LITTLE HEART TO HEART TALK

Frequently a dealer will say: "I can't sell high-priced pens. My trade calls for cheap pens." Perhaps you are one of them.

The man who asks for a dollar pen probably never saw a \$5.00 one. How is he going to know how good a \$5.00 pen is if you don't tell him? Suppose he has always used a dollar pen, how is he going to know how much more satisfaction he is going to get out of a large barrel "Lucky Curve," unless you demonstrate that fact to him? Perhaps you have one of our show-cases and have a good pen trade. Are you satisfied with the average price paid for a pen? Does it average \$3.00? If it doesn't you are not getting all you could or should out of the pen business.

It takes pretty near as long to sell a dollar pen as it does a \$5.00 one. A man demands just as much from a cheap pen as he should from a high-priced one. He can afford to pay \$5.00 for a pen because it's going to last him more than five years. Remember the quality is remembered long after the price is forgotten. On a dollar pen, you make 40 cents. On a \$5.00 one, quite a difference, two dollars or more.

When he says, "too high-priced," don't get scared. He is going to have the pen for years. Is going to carry it in his pocket all the time and use it daily. It's going to be a comfort to him all this time. If it's the right kind of a pen. A hat lasts a man three or four months. He pays for \$3.00 to \$5.00 for it instead of \$1.25, because he believes the higher-priced is better. He wants good stuff and is willing to pay for it,—that's the point. Thousands of men pay \$5.00 for a pen every year. How many are you selling?

When the next man asks for a Fountain Pen, show him the No. 24 or 25 and explain how much more care is taken to make the pen point absolutely smooth and perfect, how much better pen action you get out of a large gold pen, what a nice "feel" it has, and how much ink it will hold. Go on the supposition that this is just the kind of a pen he needs and ought to have. He will surely come in later and thank you for selling it to him and bring in some of his friends to get a pen "just like mine."

If a man insists on buying a cheaper pen, suppose you try the experiment of letting him take a \$4.00 or \$5.00 pen and try it together with the cheaper one, for say one week.

The number of \$5.00 pens you are going to sell this year is only measured by your determination. How many have you in stock? Sit down now and order 1-4 or 1-2 dozen each of our \$4.00 and \$5.00 pens and try our plan. The results will be satisfactory to you—plus.

MILL STREET

It is frequently remarked to us, "we notice in your advertisements, that, for instance in the *Saturday Evening Post*, you have 90 Mill St. as your address, and say in the *Youth's Companion* it is 80 Mill St., and so on, each publication in which your advertisement appears, has a different street number." This is our answer. Every advertiser wants to know what paper or magazine bring the best results. Now, everyone answering an advertisement will not say, "I saw your ad in the *Youth's Companion*," or whatever the case may be, but he will be careful to get the address just right, and by the street number he uses, he unknowingly gives us the desired information. Some firms will use Drawer A, or Drawer B, or any other letter so long as it stands for some paper. This is what is termed "keying" an advertisement.

IT'S MEANT FOR YOU

We have so many good business friends whom it has been our pleasure to serve in the past, and with whom we expect to do business again, that, unless we hear from them about every so often, we cannot but feel a little lonesome, and wonder if the rush of every day business they have not overlooked the fact that their stock of the "Lucky Curve" Parker Fountain Pens is so low as to cause them to miss a possible sale. For this reason we like to mail you "Side Talks" as a reminder, and renew old acquaintanceship. If you want to see how much stir you can command, just write out an order, and from the man who opens the mail, to the smiling young lady who makes out the invoices, it has the best of attention of every one who has the handling of it, until it is safely deposited at your very door.

WE REFER THEM

In the conduct of our business we do a good deal of advertising. This of course, brings to us a great many inquiries from all parts of the country for prices, particulars, etc. of our goods. We always mail our catalogue to such inquiries, and also write a personal letter, informing

our correspondent of the name of our dealer in their city who is our agent and request him to call and investigate the merits of the Parker Pen. The following letter will best illustrate:

"We kindly acknowledge the receipt of the copy of your letter to Mr. Fagan, and take great pleasure in the style in which you do business to the retailers interest, which we know will reap good results.
GEO. H. & ALLEN RICHARD, Columbia, Pa."

Do you know that such letters as we produce below are bright pages in our every day business. We prize them all the more highly because they come to us entirely unsolicited, and because we treated these friends as we want to treat you.

"I think it is no more than just, when a jeweler finds something that is really a first-class article to help his trade, to sell it. Such an article is your pen.
R. H. BARRINGER, Richmondville, N. Y."

"PARKER PEN CO., Janesville, Wis.

Gentlemen:—As you know, we have drawn on you for several invoices of pens within the past few months. We have sold them, and while we have heard many words of praise, we have yet to hear any note of complaint. We are glad to report this as it will not hurt you even if you are used to it, and it certainly does not distress us in the least.
Yours very truly,
LYONS DRUG CO."

Dr. Russel Conwell tells a story of a man who was always looking for big things to make him rich and he kept his eyes on a mountain and which seemed always to be in the distance. He also complained of the roughness of the road over which he was walking and the stones which hurt his feet. Not until too late did he learn that another traveler, who was not looking for big things, and who traveled through the same country discovered that the rough stones of which the first traveler complained were precious stones, yet uncut and unpolished. So it is in business life. It does not take a very smart man to take advantage of a great big thing that comes along to bring him fame and fortune, but the great trouble is so few of us meet that kind. But there is not a day passing but what has one or more little golden opportunities which are passing quickly and which require a sharp eye and a practiced ear to discern, which, if taken care of, finds your time fully and profitably spent. The "Lucky Curve" is one of these golden opportunities. Are you selling them?

A CATCHY SIGN

Did you ever notice how the great mail order houses advertise? They advertise what seem to the average reader a great bargain. Why do they do it? Because they want the reader to write them. They want to bring him in contact with their salesman—their catalogue. Then in proportion to its being well written and prices right, do they do business. If the merchant and his salesman used the same tact in cultivating the average buyer, as some of the great mail order houses in Chicago, who are reputed to make from \$500,000 or more per year, do in their catalogue, the mail order people would simply go out of business. Get people to come to your store for something. Then if you can't do business with them, it is your fault. You could not hit upon a smoother or better way of attracting Fountain Pen buyers to your store than to have painted on the front of your store, a big sign or in any conspicuous place in the front of the store, where it will catch the eye of those passing on the street:

**YOUR
FOUNTAIN
PEN
REFILLED
FREE**

It will bring more Fountain Pen buying people to your store, than anything you can devise. It gives you an opportunity to sell a pen to a man who has worn out one, or is thinking of buying one for his wife, or who wants to get one for his son. Yes, more than that, the man who has no pen, is also attracted. He reasons, this dealer must be doing a big business in pens, or he would not go to such trouble and expense to accommodate his customers. If you act on this suggestion it is safe to say you will do the rest, and do it, as it should be done with a net result of a fine increase of business.

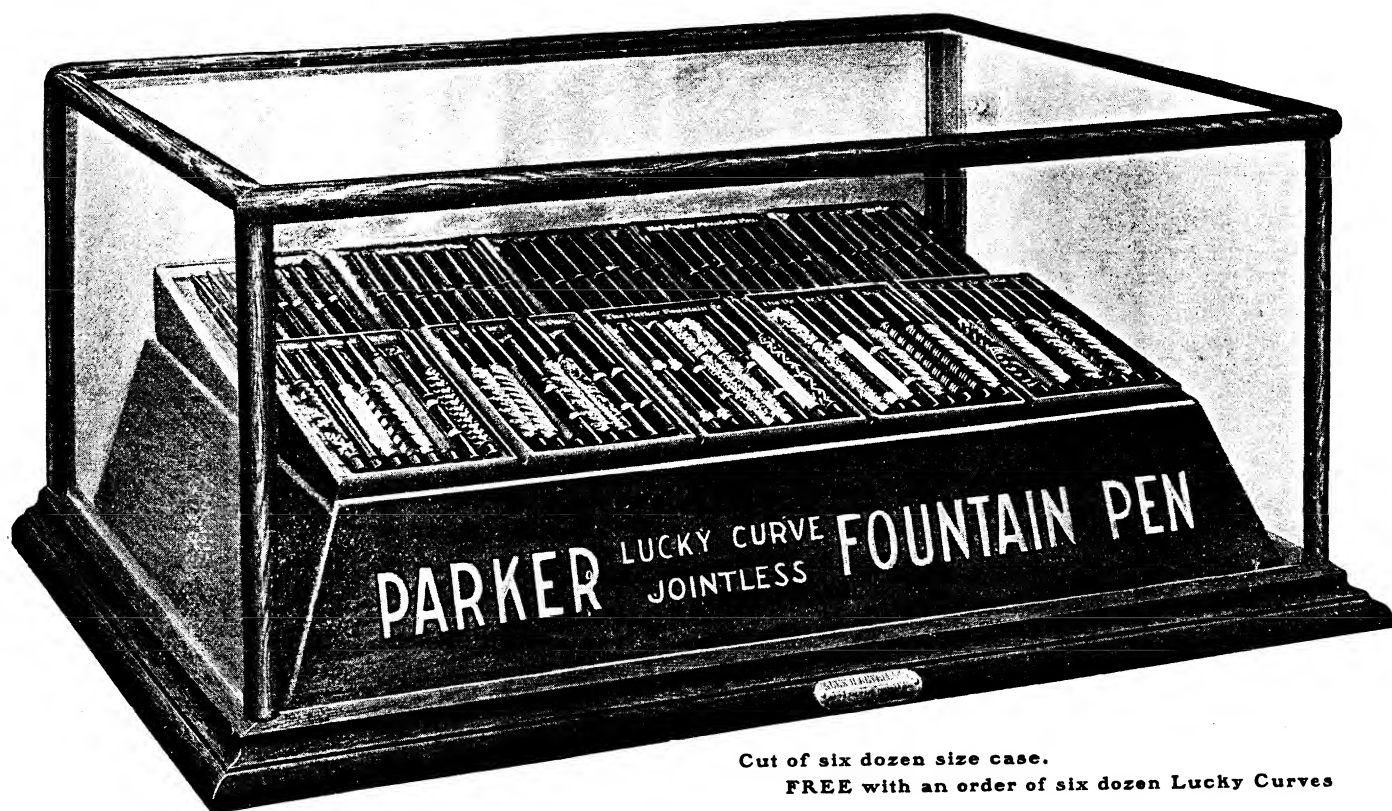
SUGGESTION

Suggest to such of your customers who are "looking," that for an inexpensive present, there is nothing so appropriate or pleasing as a Parker Pen, for a Christmas present.

OUR PRIZE CONTEST

November "Side Talks" is out too early to announce the return of the prize winner, which was announced in the September "Side Talks."

IT TAKES ABILITY TO SUCCEED, THAT IS THE REASON THERE ARE SO MANY FAILURES.



Cut of six dozen size case.

FREE with an order of six dozen Lucky Curves

VIBRATION WITH SUCCESS

JUST sit down a moment and close your eyes and picture to yourself all the possible customers for the "Lucky Curve" Pen who enter your store from day to day. Resolve in your mind whether or not it would not be a delightful sensation to have these possibilities drop into your till, the price of a Parker Pen on which the profit would be from 75 cents to five dollars according to the price of the pen. Now this is just what is happening each day only the customers don't drop their money into your till for Parker Pens, simply because you do not make it easy for them to do so. You are thereby unconsciously losing money every day. Now, the Parker Pen is not simply a good Pen! It is absolutely the best pen made, because it contains the famous and world-wide known improvements, such as *The "Lucky Curve" Feed* with new patent "Spear Head" overflow ink preventer, *The Anti-Break Cap* and *The Spring Lock*. These features make it a distinctive pen—a pen that is remembered as the "Lucky Curve" Parker Pen. Customers call for it—recommend it to their friends, for the merits of the "Lucky Curve" are world-wide. These are prosperous times. People are spending their money not alone for the bare necessities of life, but for comforts as well. Its only necessary to get the goods in stock, get the customer in your store, get their confidence, show them what you have, and you can do business and plenty of it. Not only are the public being educated, but the people are actually *buying* the goods. How can we induce people right in your own town to buy Parker Pens? Look at the advertising pages of any of the big publications like the following. It will tell the story. It is an urgent request for the reader to go to his dealer and ask for Parker Pens. More than twenty million other people have and will see our advertisements.

If you will order a case assortment NOW we will give you a special installment plan for selling them.

Don't you think this will arouse the buying power of the multitude? If you think not, you simply are not aware of the sights visible to the man behind the guns, for we can tell you that for others it is producing wonders and it will work wonders for you, if you will permit us to co-operate with you.

Would you not like to get in vibration with success and successful methods? The "Lucky Curve" is the way.

We can crystalize and focus the rays of success by enabling you to make sales to your customers that our advertising and our goods and

our methods are creating. We can make the way easy and pleasant by letting our advertising work for you.

You are not properly equipped for the journey unless you have a complete up-to-date stock of "Lucky Curves" for if you would do the business you must have the goods.

Get one of our handsome cases which we loan to dealers without cost who will order 4, 6, 12 or 24 dozen Parker Pens. Set in the front part of your store, in a conspicuous position, so that it can be seen by all who enter the store, will call to the mind of the possible customer that here is the VERY "Lucky Curve" Parker Pen that he has seen advertised in the Youth's Companion or Cosmopolitan, or whatever publication it might have been. At any rate it is the pen which has the "Lucky Curve."

He is interested in it, for one thing, because he has seen it advertised so much. He remembers that he has been thinking of buying a Fountain Pen for some time, and here is an opportunity to see what the Parker "Lucky Curve" is like, so he walks up to the show case and asks to see the pen with the "Lucky Curve"—probably remarks that he has been thinking for some time of buying a pen.

As a result, he "presses the button," and you would not be the polite, diplomatic and successful merchant that Dun and Bradstreet say you are if you do not do the rest. If you are not thus equipped with case and goods, do you wonder why you are not doing the fountain pen business that properly belongs to you?

Does it not look reasonable to you? Does it not suggest to you that here is an opportunity for you to add a good many dollars to your bank account?

The plan suggested is not an experiment. It is the relating of everyday experiences of other friends that have proven the truth of every word of the foregoing.

Send us an order for a four-dozen, six-dozen, twelve-dozen or twenty-four-dozen assortment of Parker Pens, we will send you a show case that will be an ornament to your store, to hold the number that corresponds to your order, and will guarantee the success of the investment, if you will follow the plan and method of selling that we will outline to you. If you will do so we will also give you an especially easy way of paying for such an assortment on an easy installment plan. Holiday selling will alone bring you a host of Parker Pen orders.

We want to hear from you, for we can help you. May we have this pleasure?

EVERYTHING COMES TO HIM WHO HUSTLES WHILE HE WAITS

* * THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN. * *

PENS FOR SHORTHAND

Probably the most exacting use to which a Fountain Pen can be put is that of writing shorthand, when in the hands of a court reporter. Prof. Isaac S. Dement, who is said to be the world's greatest shorthand writer, says that a pen that will write shorthand successfully will stand anything. In fact, it might be interesting to read his entire letter.

Gentlemen:—You have the only Fountain Pen that will stand high-speed work in shorthand, and a pen that will stand that will stand anything. I have used one of your pens for a long time and it has never failed to respond. I have tried every Fountain Pen that has come to my notice in the hope of finding one upon which I could rely in taking rapid shorthand notes, and yours is the only one that is absolutely reliable. Your "Lucky Curve" was an inspiration.

Yours very truly,

GEO. S. PARKER PEN CO., Janesville, Wis.
ISAAC S. DEMENT, Chicago, Ill.

We now make, and have for years, pens especially designed and ground to the requirements of shorthand writers. Many of the most famous court reporters and professional experts in shorthand, in all parts of the country, will be found equipped with a Parker "Lucky Curve." No greater mistake is made than to equip the student just starting in upon a course of shorthand with a make-shift pen, simply because it is cheap. The equipment of the student is the very least of the necessary expenses. Too frequently, when failure has resulted, the direct cause can be traced back to the false economy of inferior equipment. There is just as much logic in saying the bear hunter should be equipped with a pop-gun instead of a Remington repeating rifle, as the latter was too expensive.

Pens especially ground and fitted for shorthand are furnished in Nos. 20, 23 and 24; also in Nos. 020, 023 and 024 and furnished at same price as foregoing numbers when so ordered.

FOR THE BUSY MAN OF BUSINESS

Indispensable! Not to use a Parker Pen would be like a city merchant trying to light his store with tallow candles.

PENS FOR BOOKKEEPERS

Bookkeepers as a rule use a very fine pointed pen for their work such as a Spencerian or Gillott. Using a pen all day long of the dip variety adds to the fatigue of the bookkeeper about 30 per cent. Just think of it, wasting 30 per cent of one's energies, by not having such a labor saving, time saving device, as a Parker Lucky Curve Fountain Pen made especially for bookkeeper's work. We make them as fine as any Spencerian or Gillott pen made when so ordered. We have relieved thousands of bookkeepers of the drudgery connected with their work. These pens are fitted in Nos. 20, 23 and 24, also Jointless 020, 023 and 024. In ordering *always state for what purpose pen is intended.*

MANIFOLDING.

It is an acknowledged fact that the more frequently figures or writing is copied the more liable mistakes are to occur. If instead of rewriting written articles a duplicate copy was made while the original was being written, the liability of error is decreased very much, as well as the saving in time by doing two jobs in the same time as formerly required for one.

Comparatively few people know the many uses to which a Fountain Pen can be put. Take, for instance, the Manifold Pen. Any firm doing either a wholesale or a retail business would save one-half the expense of a bill-clerk by keeping up with the times and using a Parker Manifold Pen. With it, the original bill is made and at the same time, by having a sheet of especially prepared paper known as pen carbon placed beneath and over another blank bill, an exact duplicate of the original is made. These duplicates can then be placed in a binder, used as a Journal, or order book, from which postings to the ledger can be made.

Physicians use them for making original copy of prescription for patient, and retaining duplicate for files for future reference.

Business Men use them in making copies of correspondence. Does away with letter press. No business man should ever write a business letter or order without preserving a duplicate copy for future reference, which is easily and quickly done when the original is being made. Frequently a letter is written, either social or business, and dispatched, and the necessity of referring to contents is important, yet it is impossible to do so if no copy is retained. The use of a Parker Manifold Pen would have saved all bother and annoyance.

Wherever a copy of the original writing is desired a Parker Manifold Fountain Pen is indispensable.

In ordering Manifold Pens, always specially state MANIFOLD PEN. They are furnished in Nos. 20, 23, 24, and 25. Also in Nos. 020, 023, 024, and 025, at same prices as charged for regular pens.

FOR STENOGRAPHERS. The stenographers third-hand, lectures and sermons always readable when you get home.

FOR TRAVELERS. Useful as time tables. A traveler can write out his orders on the double-quick with a "Parker Pen."

FOR BILL CLERK. Saves one man's work in invoicing. Can make original copy for customer, carbon copy for file, all done with one writing— with a "Parker Pen."

FOR REPORTERS. The Reporter's Side Arm.— The "Parker Pen" is always ready to make notes.

FOR MINISTERS. Do not attempt to hold those fleeting thoughts in your head. A "Parker Pen" will transfer them to paper at your command.

FOR BOOKLOVERS Pencil notes will blur. A "Parker Pen" will make them indelible.

FOR STATESMEN. Keep tab on your opponent's speech. A "Parker Pen" is ready on the instant.

FOR STUDENTS. Ever find your pencil notes blurred? Use a "Parker Pen" and avoid this annoyance.

FOR THE FOREMAN AND SUPERINTENDENT. A practical pen for practical men. The "Parker Pen" uses any color ink— writes neatly— does not stick or splutter.

FOR CASHIER. Twice as many checks can be signed—if you use a "Parker Pen"— ready without a shake.

FOR PHYSICIANS. Use it for writing prescriptions, making original and duplicate copies, one for patient, the other for files.

THE SPEAR HEAD an improvement lately added to the "Lucky Curve" Feed is important. Prevents surplus ink that is sometimes forced out of the channel from dropping off the pen.

*This Accident Policy...
with every Parker Pen
Is what does the business*



THIS warrant goes with every Parker Pen. It insures the Cap, Barrel, Feeder, Nozzle and Plug against breakage, accidental or otherwise, for one year from date of sale; providing Policy is returned with broken pen for identification. . . .

THE GEO. S. PARKER JOINTLESS "LUCKY CURVE" FOUNTAIN PEN.

**No Joints
No Threads
No Leaks**



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cut of Jointless pens about 3/4 size.



No. 018. Price, \$2.00. Jointless.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or "that girl," you can do it with a Parker No. 018. Not quite so large as the next size but it is good and fully warranted.



No. 020. Price, \$2.50. Jointless.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse, or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted **No. 021**. A beautiful present for a birthday.

Nos. 020, 023, and 024, fitted especially for shorthand writing when so ordered. Same number supplied with pens especially for manifold purposes, only when specially ordered.



No. 023. Price, \$3.00. Jointless.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



No. 024. Price \$4.00. Jointless.

Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 024. Price \$4.00. Jointless or Screw Joint.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cut but imperfectly represent the pens. To appreciate the real beauty of these pens they must be seen.

CARBON PAPER. USE IT IN CONNECTION WITH PARKER MANIFOLD PENS AND KEEP A COPY OF YOUR ORDERS AND CORRESPONDENCE.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary.



Parker Jointless Physician's Thermometer Fountain Pen, Price \$6.00. Smaller Size, \$5.00.



No. 023. Hexagon. Price, \$3.00. (New.) Cut 1/4 size.

Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price \$2.00. Screw Joint.

No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap" fully warranted. If you prefer a pen with a screw joint, here it is.



No. 20. Price, \$2.50. Screw Joint.

No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.



No. 23. Price, \$3.00. Screw Joint.

No. 23. This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

FOUNTAIN PEN INK should go with every order. Each bottle filled with patent filler ready for immediate use. Packed in handsome cartons. Retail price 25c per bottle. Wholesale price \$1.25 per dozen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 24. Price, \$4.00. Screw Joint.

No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)



No. 25. Price, \$5.00. Screw Joint.

No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00.

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

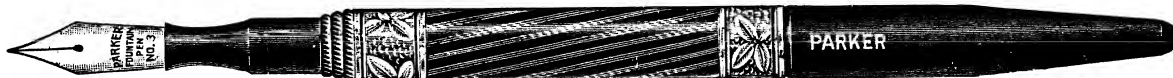
Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber

MANY OF THE QUALITIES that make a man a good salesman are born in him. It is possible for him to learn a few things, nevertheless.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.

No. 11. Price \$6.00 This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 021. Jointless. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen. If preferred can supply with Screw Joint when so ordered.



No. 14. Price \$5.00. Sterling Silver Fillgree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case. satin lined, \$1.00 extra.

A SALESMAN SHOULD BE A GENTLEMAN. COURTESY IS A VALUABLE ASSET

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.



No. 40. Price \$20.00.

(BARREL AND CAP COVERED WITH SOLID 18K GOLD.)

We do not expect this pen will ever come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush or morocco box without additional charge.

CHEAPER PENS.

New Special.
(Cut $\frac{3}{4}$ size.)
Price, \$1.50.



Silver Dollar.
Upper or Lower Feed
as desired.
Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

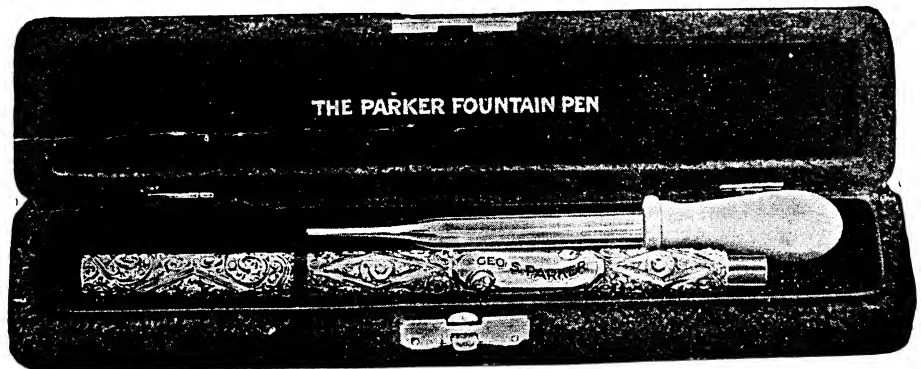
These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

♦ ♦ FIT FOR A QUEEN ♦ ♦

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

**Price of Box,
\$1.00 Extra.**

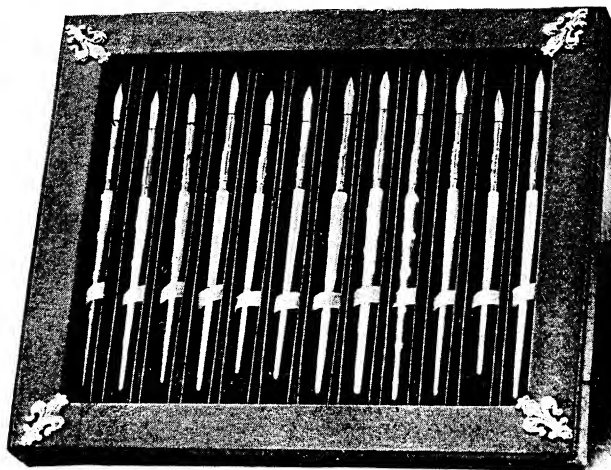
Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the Plush box. In ordering please designate your choice of either Plush or Morocco covered.



PEARL DESK HOLDERS.

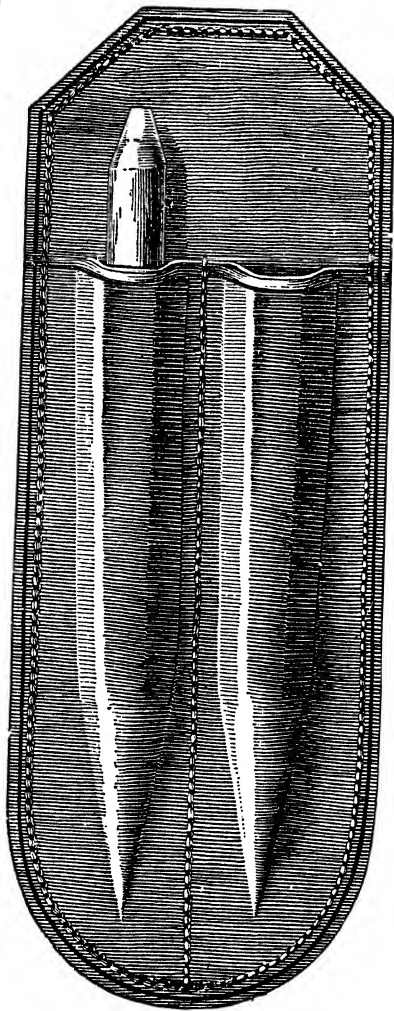
Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortments which we have to offer you this year are very nice ones. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments. You can sell these goods where you cannot sell a fountain pen to a certain class of trade and it will pay you to order a dozen or two. They are put up in two sizes. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome leatherette boxes. If plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them for they are really better than we represent them.

EASEL BACK TRAY FREE WITH ORDER FOR ONE DOZEN.



A SALESMAN of intelligence will understand that he has something to learn, and will be a good listener. He will be ready to accept suggestions from all sources, and profit by them wherever he may.

THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



PARKER'S IVORY PASTE Answers every requirement that muellage can be put to and ten times more convenient. Cleanly, fragrant, pure white. A great convenience in home, office or library. Price, **30c** each, wholesale **\$1.80** per dozen.

BANKER'S SAFETY INK There is not a banker, lawyer or insurance man in your city of any note, that would not gladly make an investment in this wonderful ink, if they knew about it. The only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. **Acids will not affect it.** Quarts only. Speak to your lawyer or banker about it. Price, **\$1.00** per quart, wholesale **\$6.00** per dozen.

PARKER'S WRITING FLUID Quarts, full measure, each **75c.** Wholesale price **\$4.00** per dozen.

CARBON PAPER Not one person in a hundred understand the modern uses Carbon Paper is daily being put to. It is the means when used with a Parker Manifold Fountain Pen of preserving an exact copy of your correspondence, orders or of any kind of writing. Impression or copy books are but relics of the past as compared with carbon copies. The use of carbon paper saves the Parker Pen Co., hundreds of dollars a year. You should not only use it yourself but recommend it to others as it is a time saver. Two kinds, one for the pen, the other for the typewriter. By a recent order the U. S. Express Co. have done away with impression copy, and require carbon copy instead in all offices. Size of sheets, 9x11 or 9x13 inches as ordered. Per dozen sheets, **60c.** 100 sheets in a box, **\$4.00**, wholesale price **\$2.00** per one hundred sheets.

PARKER'S FOUNTAIN PEN INK

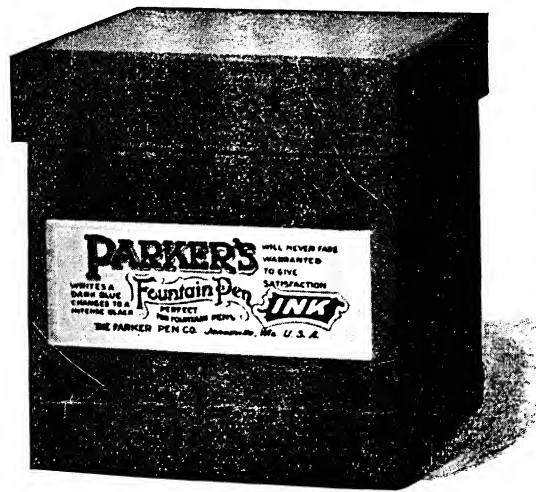
Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a hand some colored box with attractive lithographed label. Patent Rubber Cork fitted with each bottle. Price, **25c** per bottle. Wholesale price, **\$1.25** per dozen. Cannot be sent by mail. Same as above without patent filler **\$1** per doz. Better order a quarter gross as it is a great seller. Remember $\frac{1}{4}$ gross by freight will go as cheaply as a dozen by express.

PARKER TYPEWRITER RIBBON

Quality AA1 assorted colors as desired, packed in tin boxes. **75c**
Quality AA1, packed in handsome lithographed boxes. **75c**

HERE IS AN ARTICLE that will be appreciated by every one who uses a Fountain Pen or lead pencil. With it there is no longer any danger of losing your writing implements. The mouth of the pocket is kept open at all times by means of a piece of stiffening so the pen or pencil will go in easily, and the pocket gradually becomes smaller toward the bottom so the article is held securely in place.

The "Pocket" is worn in the vest pocket in which it is fastened, and out of sight. It is made of handsomely trimmed leather in various colors.
No. 1 Pocket, one part.....**10c**
No. 2 Pocket, two parts.....**15c**
No. 3 Pocket, three parts.....**25c**
Same discount as on pens.



FILL OUT—CUT OFF—SEND TO PARKER PEN CO.—DO IT NOW

We want to know whether you Read "Side Talks?"

IF YOU DO YOU CAN MAKE \$4.00 BY LETTING US HAVE THE INFORMATION AS BELOW.

To all dealers or customers, old or new, who will answer the following questions and return this coupon any time during November, 1903, together with an order for **\$20.00** worth or more of Parker "Lucky Curve" Fountain Pens, at wholesale price, will be sent **Free of Charge** with the order, any Parker Pen you may select, the retail value of which does not exceed **\$4.00**.

- Do you find the reading of "Side Talks" profitable?
- Would you like to have us continue sending it to you during 1904?
- In your opinion, what publication in which we advertise helps your pen trade the most?
- How many Parker Pens have been sold by your firm during the past twelve months?
- Do you hang up in your store the hangers and other advertising matter that we send you?

Signed

Town

State

JUST THINK OF IT!

In the first issue in December of the *SATURDAY EVENING POST*, circulation 560,000 copies, there will be an

ENTIRE PAGE advertising PARKER LUCKY CURVE FOUNTAIN PENS

One whole page will also be used in the CHRISTIAN HERALD, circulation 250,000, divided between the issues of Dec. 3 and Dec. 10

Strong advertisements will also appear in the following publications:

<i>BLACK CAT</i>	<i>OUT WEST</i>	<i>CENTURY</i>
<i>MUNSEY'S</i>	<i>PACIFIC MONTHLY</i>	<i>OUTLOOK</i>
<i>YOUTH'S COMPANION</i>	<i>COLLIER'S WEEKLY</i>	<i>MAHIN'S MAGAZINE</i>
<i>HARPER'S</i>	<i>CURRENT LITERATURE</i>	<i>EVERYBODY</i>
<i>LESLIE'S, ARGOSY</i>	<i>SUNSET MAGAZINE</i>	<i>NATIONAL MAGAZINE</i>
<i>WORLD'S WORKS</i>	<i>COSMOPOLITAN</i>	<i>McCLURE'S</i>

These Publications Go Into the Homes of More Than
TWENTY MILLION READERS

To your town, to your customers. Never has such advertising been done before by any fountain pen advertiser.

This advertising will bring you a flood of business if you will open up the channel. Don't waste your time trying to sell some other pen when the PARKER is wanted. *Your customers will be ready to buy as soon as you are ready to sell.*

ORDER TO-DAY—NOW—DON'T DELAY